

CHEMIST & DRUGGIST

The newsweekly for pharmacy

January 16, 1993

A LOT LIKE IT HOT.



It's that time of year again.
When winter really brings on the aches and pains.
And that really brings in the customers.
Make sure you're ready for the extra demand.
Don't be left out in the cold.

THE POWER TO PENETRATE PAIN INSTANTLY.

**NPA joins
PAGB in OTC
display survey**

**EC ruling on
health foods as
'medicines'**

**Avon hospital
seeks contract**

**Wide support
for substitution**

**Juggling the
options at Tesco**



**Hot hints for
female hygiene**

NUROFEN



Superior efficacy and safety make Nurofen top of its class.

✓ **Headaches.** Nurofen has been shown to be superior to both 650 mg aspirin and 1000 mg paracetamol.¹

✓ **Period pain.** Due to its superior anti-prostaglandin activity Nurofen has been shown to be more effective than either aspirin² or paracetamol.³

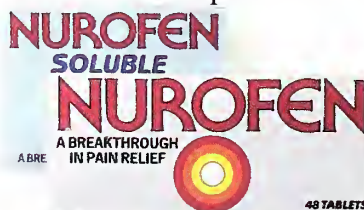
✓ **Dental pain.** Superior to paracetamol⁴ and aspirin⁵ and, unlike aspirin, doesn't exacerbate post-operative bleeding.

✓ **Cold and flu symptoms.** More effective than paracetamol,¹ superior antipyretic action compared to aspirin.⁶

✓ **Backache.** Anti-inflammatory, unlike paracetamol; and therefore provides better relief.⁷

✓ **GI tolerability.** As well tolerated as paracetamol, gentler on the stomach than aspirin.⁸

✓ **Overdosage.** Nurofen is rapidly absorbed and eliminated, does not accumulate, and is safer in overdosage than either aspirin or paracetamol.⁸



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Comment

A week is a long time in both politics and pharmacy! Since commenting last week on opportunities stemming from the opening up of European markets, and exhorting pharmacists to strongly support OTC and P medicines, we have received Pharmatop research on how European pharmacists rate their "exclusive" lines (p82), and details of a joint NPA/PAGB survey into the impact on sales of more open GSL medicine display, and consumer attitudes towards such display.

UK community pharmacists will be disappointed that only 39 per cent of their colleagues find personal intervention contributes *most* to the sales of OTC medicines compared to a 60 per cent impact rating for consumer advertising. Pharmacists have often been ambivalent to the consumer advertising of P and GSL medicines which can bring the ailing public into the pharmacy having already chosen their brand of medicine. If the medicine is GSL, why not be grateful that a grocer was not the store selected; or if the medicine is a P product, simply delighted a competitor missed out.

Are the bulk of UK pharmacists still not troubling to add their professional value to every possible medicine sale — script or OTC — and so make more of them? Is the

Nuffield notion of pharmacists leaving the mechanical aspects of dispensing to trained staff while checking scripts in and out still not being actioned? Why is it that many manufacturers despair of pharmacists as retailers? Some two thirds of UK pharmacists claim they are happy with the training they receive from manufacturers, so can it be that the training provided is deficient rather than its uptake? As graduates pharmacists are proven learners and surely are not spurning staff training opportunities on product knowledge, selling skills, and merchandising?

NPA director Tim Astill is confident that better and more open display of GSL medicines will not lead the public to purchase unnecessary items. Pharmacists can help ensure this is so by timely intervention and advice. The pharmacist's advisory remit is ever-extending (January 9, p39) with an EC court ruling apparently bringing foods for which medicinal claims are made into the regulatory net (p69). Licensed herbal and homoeopathic medicines are already part of the armamentarium of many pharmacists. While there is no need to deny the placebo effect of foods *et al* their medical claims need regulating. Until they are, pharmacists can help the public to decide what is myth and what is magic.

In the Commons...

The news that oral contraceptives are scheduled to join the Selected List later this year has prompted a series of parliamentary questions from the Conservative MP for Billericay, Mrs Teresa Gorman.

The lowest net ingredient cost per prescription for doctors in England in 1991 was £0.62, the highest £9.12 and the average £5.01, according to the Health Minister Brian Mawhinney. The annual net ingredient cost of oral contraceptives costing more than the average was £23.79 million.

In 1991 the total cost to the Health Service was £3.14m.

The annual net ingredient cost of oral contraceptives dispensed by pharmacists and dispensing doctors in England in 1991 was £37.65m

- Under central purchasing arrangements introduced last April, expenditure on vaccines for childhood immunisation is estimated at £40 million in the year 1992-93, Health Under Secretary Tom Sackville told Sir Malcolm Thornton (Con Crosby).

Some 650,000 children enter the immunisation programme annually. From birth to five years each child requires four doses of diphtheria, tetanus and polio vaccine, three doses of Hib and whooping cough vaccine and one dose of measles/mumps/rubella vaccine.

Expenditure in England on payments to GPs for reaching immunisation targets amounted to £41.14m in 1990-91 and £49.8m in 1991-92. Average levels of immunisation are well over 90 per cent for most diseases. The "Health of the Nation" target is 95 per cent by 1995.

- The average net ingredient cost of chargeable prescriptions, excluding those covered by prepayment certificates, in England amounted to £8.37 in the six month period ending September 1992.

- Negotiations on a successor agreement to the Pharmaceutical Price Regulation Scheme are still under way, Dr Mawhinney told David Blunkett, Labour's Shadow Health Minister. Meanwhile the 1986 agreement remains in place.

Open displays to be surveyed

The National Pharmaceutical Association and the Proprietary Association of Great Britain are joining forces with 40 NPA pharmacists from around the country to determine the effect of greater medicines display, and GSL self-selection in particular, on the professional image of the pharmacy and its profitability.

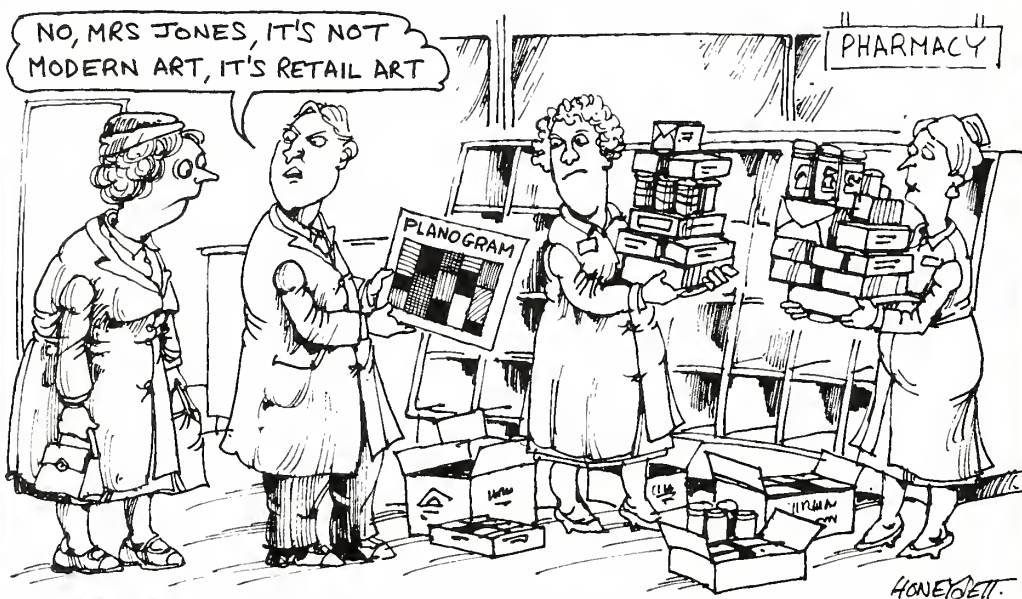
The study period will be divided into two parts. Starting from January 11, all participants are required to monitor, for four

weeks, the turnover of GSL and P lines in their shops as currently laid out.

For the second period of the study, the medicines will be re-merchandised according to planograms drawn up by the PAGB. Re-merchandising of the pharmacies is scheduled to take place during the weekend of February 6. These planograms will take account of each pharmacy's individual shelving requirements. The planograms

will provide exact measurements that participants should allocate to each individual therapeutic category in the GSL and P sections — they do not dictate brand positioning or number of facings. Shelf stickers will also be available advising customers to "Ask your pharmacist" if they require further information.

Sales of the medicines will be tracked in exactly the same way for a further eight weeks. Control stores around the country will



Boots Monitor Home owners

Boots have mailed complimentary copies of their magazine *The Monitor* to owners of residential and nursing homes with a letter outlining the services Boots can offer homes.

The company says the mail-out was initially to the 4,000 homes which currently use the Boots Monitored Dosage System free of charge. However, following a number of requests *The Monitor* has also been distributed on a complimentary basis to other

homes. *The Monitor* was first published in Spring 1992.

In the letter Boots refer to the introduction of the National Health Service and Community Care Act on April 1 and the need for quality assurance in a number of areas including medication handling. The letter goes on to say that homes being serviced by Boots will receive further issues of the magazine which will be "offering valuable information and advice on issues that are

important to home owners.

The magazine "covers health and education issues important to the management of a successful residential or nursing Home".

It also highlights the Boots catalogue which offers a wide range of goods from shampoo and shaving foam to air freshener and disinfectant. Owners of homes are offered the opportunity to make bulk purchases of goods at wholesale prices.

Numbers change

On January 26, all St Albans five-figure telephone numbers will be pre-fixed by an eight. This change will affect the National Pharmaceutical Association's fax number which will become 0727 840858. PMI's telephone number will become 0727 844344 and PMI's fax number 0727 845765.

Postbag books

Dr Mike Smith, the doctor on the Jimmy Young programme

and for *Woman's Own*, has written two books on those medical subjects most popular in his postbag — arthritis and stress. Each book, priced £3.99, answers common questions and the series is endorsed by the NPA. Two more books, on back-pain and HRT, will be published in March.

NOAH booklet

The National Office of Animal Health has produced a second edition of the "Withdrawal Periods for Veterinary

Products" booklet. It has been mailed free to all UK veterinary surgeons. For details contact NOAH at 3, Crossfield Chambers, Gladbeck Way, Enfield, Middlesex EN2 7HF (tel: 081-367 3131).

Scottish stats

Scottish prescribing statistics for August 1992 show that 3,611,387 prescriptions were dispensed at a gross cost of £29,817,605 (net £27,956,836). The cost per prescription for chemists only was £8.19 gross,

£7.68 net. In September, 3,820,148 prescriptions were dispensed at a gross cost of £31,219,368 (net £29,281,619). The gross cost per prescription was £8.11 (£7.60 net).

Merchants' fees

Retention and registration fees for agricultural merchants' and saddlers' premises changed on January 1 under the Medicines (Veterinary Drugs) (Pharmacy and Merchants' List) (Amendment) Order 1992 (SI 1992 No 3081, HMSO £3.55).

ensure the results are not distorted. The second phase of the study will also involve testing the customers' attitudes to the new approach to medicine display.

Commenting on the study, NPA director Tim Astill said: "While there is no doubt that better merchandising and display results in increased sales, there has so far been little, if any, quantitative research as it applies to OTC medicines. Not only are we anxious to ensure that people come to regard the pharmacy as the natural place from which to buy medicines, we also expect the research to confirm that open display does not cause the public to buy more medicines than they need.

"This important study should enable us at the NPA to give members sound and objective advice about professional merchandising and display of medicines".

Sheila Kelly, executive director of PAGB, added: "Already the pharmacist has greater contact with consumers than any other health care professional. I believe that by increasing displays of medicines in their shops, pharmacists can underline their professional, advice-giving role and will encourage consumers to view pharmacy as the place for health care in the High Street.

"I am delighted that PAGB are working with the NPA on this research and am particularly grateful to the NPA members who have been prepared to take on the extra work involved in the project."

The results of the study are to be published at the end of May this year.

NAHAT: Retired GPs unable to improve services

Radical proposals for improving the primary healthcare services in London, including wider use of salaried doctors and retirement for GPs who are not able to carry forward improved services, have been published by the National Association of Health Authorities and Trusts.

In its response to the Tomlinson Report, NAHAT says that the key to success lies in improving both the primary and community services as a priority.

"There needs to be strong backing at all levels from the NHS Management Executive downward to ensure that adequate resources are put into the proposals and that there are effective management arrangements in place which bring together the commissioning of primary and community services."

The Association wants to see early action on a package of issues related to family doctors, which include:

- A review of the numbers, distribution and quality of GPs in inner London
- Inducements along with other mechanisms to ensure that quality services, targeted to local needs, are provided

- Upgrading of premises
- Measures to enable FHSAs to facilitate early retirement of those GPs unwilling or unable to provide a satisfactory range in, and quality of, services. These should include an attractive retirement package especially for those under 65.

NAHAT also envisages an inner city payment scheme linked to improved quality and services. A core sum would be payable to GPs who agree to work in suitable premises as part of a primary healthcare team providing an agreed range of services and participating in medical audit.

There would also be "add on" encouragement for immunisation and vaccination and cervical cytology screening where these are below national target levels.

Improved provision for salaried doctors could attract a wider range of GPs to work in the inner London area to help meet its particular needs, such as services for homeless people, says NAHAT. • Copies of NAHAT's response to Tomlinson is available, price £3, from: Publications Department, NAHAT, Birmingham Research Park, Vincent Drive, Birmingham B15 2SQ.

TV campaign for organ donation

A £1.5 million television campaign has been launched by the Government to promote organ donation. It is designed to encourage family discussion on donation so reducing objections when families are approached.

Launching the campaign the Health Secretary, Mrs Virginia Bottomley, said that organ transplantation was one of the UK's major medical successes.

"But there are over 5,000 people who desperately need transplant organs," she said. "The prospects for these people depend not just on the good will of everyone in signing and carrying a donor card, but also on letting their families know in advance so that they can be prepared when doctors approach them. Doctors will not use a person's organs if relatives object, and in 30 per cent of cases this happens.

"It is doubly tragic if organs that could save lives are being lost because the first time the issue is raised is in the emotive atmosphere of an intensive care unit," said Mrs Bottomley.

The campaign starts in March.

Practical guidance on prevention of CHD

A document detailing effective lifestyle interventions to reduce levels of coronary heart disease and stroke has been welcomed by GP leaders.

The document "Better Living

— Better Life" is aimed at all members of the primary healthcare team. It has been produced after a joint initiative between the Department of Health, the General Medical

Services Council and the British Medical Association.

The project was funded by the NHS Management Executive as part of its commitment towards implementing the "Health of the Nation" strategy. Copies will be sent to all GP practices in England.

It looks in detail at CHD and stroke prevention through:

- smoking cessation
 - encouraging physical activity
 - healthy eating and drinking.
- Each of these topics has a concise summary and section on:
- practical assessment of patients and helpful interventions
 - scientific background
 - support material available.

Dr Kenneth Calman, the Chief Medical Officer, said: "Coronary heart disease and stroke are identified as key priority areas in the White Paper 'Health of the Nation'. GPs and primary health care team members have a major role to play in reducing the suffering caused by these conditions."

Dr Ian Bogle, chairman of the GMSC, commended the publication to all members of the primary healthcare team as being of practical use to healthcare staff.

• Copies of "Better Living — Better Life" (£15) can be obtained from Norwich House Ltd, 13 Fairmile, Henley-on-Thames, Oxfordshire RG9 2JR.

'Significant' decision on health food claims

The European Court of Justice has come to a decision which could have major consequences for health foods being sold with implied medicinal claims.

The Court has decided that if a product is generally considered a food but is presented as having curative or preventative properties, even if it is not labelled as such, it should be considered a medicine within the EC definition of the term.

If the therapeutic properties are indicated solely in a publication sent on request to the purchaser after the sale, the product is still regarded as a medicine unless the person writing the publication is totally independent of the manufacturer or supplier.

The Court decided that this restriction did not adversely affect freedom of speech because such restraints were acceptable

where the protection of health was concerned.

The case arose after the Dutch company Ter Voort supplied South American herbal teas which were not licensed as medicines but sold as foods. No medicinal claims were made on the packs or labels but there were references encouraging buyers to contact an address for further details. This address was Ter Voort's premises, from which literature was sent out making several health claims including protection against cancer.

Browne Jacobson, from the Nottingham solicitors acting for the Natural Medicines Society, believes the case is a most important ruling affecting those products which, because they are sold as foods, have escaped the stringent rules which control licensed medicines. They are, however, bought for medicinal

purposes after consumers have been persuaded by the pharmaceutical form, eg capsule, or by labelling, advertising or literature, that they have some therapeutic properties. In effect, the Court is saying that if a product is presented as a medicine it should be regulated as such, no matter how vague or indirectly the claims are made.

The ruling has been welcomed by Tony Hampson, the managing director of Potter's (Herbal Supplies) Ltd, and co-chairman of the Natural Medicines Group. He believes it should stimulate the UK Government into taking action to prevent unscrupulous claims, as it is now up to Ministers to bring the decision of the European Court into UK law.

He recommends that in selling products, pharmacists should make medicinal claims only for products with product licences.

Avon hospital dispensing contract bid opposed

Avon's Local Pharmaceutical Committee is vigorously opposing a local hospital's application for an NHS dispensing contract.

Weston Area Health Trust has applied for a contract to dispense from the pharmacy department at Weston General Hospital, Uphill, Weston-super-Mare.

The Trust says the pharmacy has excellent facilities for aseptic and cytotoxic dispensing which could be developed in line with the recommendations of the joint working party, rather than being set up elsewhere. There are also facilities for extemporaneous dispensing which include a filtered extract system for noxious substances such as dithranol.

The Trust, in putting its case to Avon Family Health Services Authority, also argues that hospital staff and inhabitants of Uphill village would benefit from a closer pharmacy. "Staff in particular find it difficult to comprehend when we are unable to dispense their prescriptions," says chief pharmacist David Pack.

The Trust has more than 1,100 employees and, as the hospital is on a green field site, full-time staff can experience problems in getting prescriptions dispensed because the two nearest pharmacies are at least ten minutes walk away. As staff come from all areas of the town, these two pharmacies are unlikely to lose prescription business if a pharmacy opens at the hospital, Mr Pack, the chief pharmacist, believes.

On Monday Avon LPC voted unanimously to oppose the new application, believing it would threaten all pharmacies in the

area. "The future role report clearly advocated community pharmacists taking responsibility for supplying cytotoxic and specialist aseptic needs in the community," says LPC secretary Alister Rutherford, who believes it is insulting for hospital pharmacists to suggest that their professional colleagues are incapable of taking on these roles.

He adds: "In the past five years neither the FHSA nor the Community Health Council have, to our knowledge, received a single complaint about the adequacy of services in Weston-super-Mare." Most of the staff would have obtained their prescriptions from GPs, not

hospital doctors, and would have passed several pharmacies on their way to work.

He believes the application represents the "tip of the iceberg" and there is a risk that other entrepreneurial trusts will seek to increase business in this way.

An application for an NHS contract from Queen's University Medical Centre, Nottingham, is still at the appeal stage (*C&D*, June 20, 1992, p1080). Derbyshire Royal Infirmary has also applied for a contract to dispense from the pharmacy but LPC secretary Rodgers Jefferies told *C&D* he understood the DoH had still to decide the legality of trusts holding contracts.

BPC call for papers

The 130th British Pharmaceutical Conference takes place in Reading from September 21-24. Contributions are invited for the Pharmacy Practice Research Sessions which will be held on the Tuesday and Wednesday September 22-23.

The sessions will give the opportunity to convey the results of original work relating to any aspect of pharmacy practice. The research should have a practical relevance and application to social, economic, public health, operational or clinical aspects of pharmacy.

Intending contributors should contact Hazel Maxted, RPSGB, 1 Lambeth High Street, London SE1 7JN (tel: 071-735 9141 ext 275/276). The closing date for submissions is April 16.

Reprimanded pharmacist had unrevealed convictions

A London pharmacist, already reprimanded by his professional body after admitting a drugs conviction, had a succession of other unrevealed court appearances between 1989 and 1991, it has been revealed at a Statutory Committee hearing of the Royal Pharmaceutical Society.

The Committee refused a faxed request for an adjournment from Pares Samani, 33, of Esterbrooke Street, Victoria, former co-owner of Harvestland Ltd, trading as Queens Park Pharmacy of Salusbury Road, Kilburn. He was not present and the Committee heard details of his convictions, including one for the illegal possession of cocaine.

At a previous hearing, details had been given of a guilty plea by Mr Samani to a charge of not entering the supply of the drug methadone in pharmacy records on May 26 and June 1, 1990, for which he was fined £1,200, with £35 costs.

Mr David Bradley, counsel to the Committee, said the previous hearing had decided on a reprimand after Mr Samani assured the Committee that similar offences would never happen again. Harvestland had been placed in receivership in September, he added.

However, the Committee heard evidence of convictions at two magistrates courts.

On April 23, 1990, at Marylebone Magistrates Court, Mr Samani had pleaded guilty to driving while disqualified, with excess alcohol and without insurance in Paddington, in September 1989. He was fined £850 with costs of £50 and a three year driving ban.

In September 17, 1991, he pleaded guilty to driving while

disqualified and was ordered to perform 200 hours community service, with £50 costs.

As a result of the investigation by drug squad officers, Mr Samani pleaded guilty at Brent Magistrates Court on February 3, 1992, to six charges of unlawful possession of cocaine and was sentenced to 112 days in prison.

The Statutory Committee decided to adjourn to give Mr Samani a chance to attend to give evidence. The resumed hearing will almost certainly be in April.

Another charge of misconduct against Mr Samani, involving the sale of pharmacy medicines by an unauthorised person, was withdrawn because of doubts about the delivery of a legal notice.

It is expected that the Society's Law Department will re-submit an amended Notice of Inquiry.

Committee Chairman Mr Gary Flather, QC, said the Committee wanted to give Mr Samani every chance to give evidence.

Numark convention line-up

The guest speakers for the Numark 1993 International Convention, to be held in Hong Kong from May 21-29, have been announced.

The presentations will follow the theme of the Convention "What price independence?"

Deputy chief pharmacist from the DoH Jon Merrills will speak on all aspects of pharmacy practice, including contractor remuneration, the Selected List and the Drug Tariff. Professor Geoff Booth from the University of Bradford will represent the professional education sector.

Representing the training consultancy Custom Train will be managing director Christopher Downs. A number of people from the manufacturing industry will speak on a range of topics. First to be confirmed is Dr Malcolm Phillips, director of sales and marketing at Crookes Healthcare and board member of the AESGP.

Survey charts HIV spread

One in five homosexual men, one in 90 heterosexual men and one in 150 heterosexual women attending two London-based Genito Urinary Medicine clinics test HIV positive, according to the preliminary results of a government survey conducted anonymously.

The report, which is part of the DoH's monitoring of the HIV infection in pregnant women and in people attending GUM clinics, also found that one in 20 men and one in 15 women tested positive in London drug misuse centres.

Relatively high levels of HIV, about one in 500, were also reported among pregnant women in London.

Temazepam move supported

The National Pharmaceutical Association is to support proposals for stricter control of temazepam.

The Home Office is consulting medical and pharmaceutical organisations about proposals to reschedule the drug as a Schedule 3 Controlled Drug, which means it would have to be stored in a locked CD cabinet.

Prescriptions would have to be in ink in the prescriber's own handwriting specifying the dose, form and strength and with the quantity in words and figures.

The NPA acknowledges that

pharmacists would have difficulty initially with doctors not writing prescriptions correctly, but feels it would be hard to object to the proposal because of the growing problem of temazepam abuse.

There might also be difficulty fitting stocks into CD cabinets but prescribing would probably fall after rescheduling, so stock levels would also fall.

The final response is to be approved by the NPA Board at its next meeting. The Scottish Pharmaceutical General Council's Standing Committee is also supporting the proposal.

Weston pharmacy dispute continues

Residents of the village of Weston near Lincoln are opposing plans to open a pharmacy in Co-op premises next to the village health centre from which doctors disperse.

The parish council was to hold a public meeting last Thursday, after *C&D* went to press, to determine what action could be taken to protect the existing doctor dispensing services. There was talk of boycotting any new pharmacy.

Lincoln Co-op Chemists Ltd first applied to open the pharmacy in August 1990 but this was rejected by Lincolnshire Family Health Services Authority on the grounds that it would prejudice the provision of general medical services. The health centre doctors, Dr S. Bell and partners, had argued that they would probably lose one of the four GPs if the application were granted.

The Lincoln Co-op appealed against the decision to the appeals unit in Harrogate, which found in favour of the pharmacy just before Christmas 1992. The appeal panel decided that general medical services would not be prejudiced to the extent that the doctors would be unable to fulfil their NHS terms of service.

The application is now back with the FHSA to consider whether it is necessary or desirable to open a pharmacy in Welton.

Keith Swann, the chairman of Lincs LPC, told *C&D* that right from the start there had been considerable public opposition to any change in the present arrangements.

Premises up seven in December

The number of pharmaceutical premises registered with the Royal Pharmaceutical Society of Great Britain rose by seven in December 1992 to 11,978.

The greatest changes were in England where there were 14 additions and six deletions to the Register. In London, the number of premises increased by three.

However, the overall number of pharmacies registered in Scotland and in Wales both fell in December. In Wales there was one addition and two deletions and in Scotland three deletions.

December was the seventh month in a row that there has been a rise in the number of pharmacies.



Compensate for Selected List? — no chance!

It seems that, in the opinion of Dr Geddes from the Pharmaceutical Services Negotiating Committee, community pharmacists will receive little warning from the Government over the implementation of additions to the Selected List (*C&D* January 9 p40). He suggests we practise damage limitation by familiarising ourselves with the possible changes using specific sections of the BNF as a guide.

This advice is well intended, but having identified which products are at risk, I see very little scope in reducing my present stockholding. Those preparations being actively prescribed I will continue to have to stock, or lose goodwill to my competitors. Those used infrequently will probably still be sitting on my shelves gathering dust on "blacklist day".

Either way I stand to lose since I confidently anticipate that any compensation offered by the Department of Health will be totally inadequate. The fairest deal would be a banded, one-off, dead stock payment direct to each contractor but I expect, as usual, compensation will merely be swallowed up by a sleight of hand adjustment to the global sum.

It may suit the Department's political purpose to curtail the period of notice but as usual it will be the community pharmacist who is the financial loser. Negotiations may produce better results than these gloomy forecasts, but I fear that once again the Government will choose to ignore the financial loss to community pharmacists caused by its own idealistic ambitions

Enforcement of standards lies with the RPSGB

The National Pharmaceutical Association recently conducted a campaign to improve the standards of that small minority of pharmacies — one of whose premises was described as nothing less than "a disgrace to pharmacy". What surprised me about this campaign was that it was aimed directly at the offending pharmacist with no reference to the responsibilities of the Royal Pharmaceutical Society and its inspectors.

In their travels the pharmacy inspectors must quickly become aware of persistent transgressors and then sharp, but short, warnings should be given with rapid referral to the Statutory Committee if satisfactory improvements are not made. I have complained in the past that the Statutory Committee seems to possess either draconian or derisory powers of censure with little flexibility but, as demonstrated in a recent drink driving case (*C&D* January 9 p41) that opinion was probably unnecessarily harsh. Forceful imposition of a probationary period could produce the desired result.

The NPA is well within its rights to publicise this problem and, if the cap fits, to shame the culprits into adopting improvements, but ultimately it should not be the NPA's responsibility to ensure that good professional standards are practised. That responsibility

lies squarely on the shoulders of the RSPGB inspectorate and its active enforcement should be charged to them.

Flooding in from the dentist

I was delighted to read the unexpected announcement that fluoride supplements have now been added to the drugs available for dentists to prescribe on FP14.

Stafford Miller are particularly pleased with this change and are now encouraging me to disperse Endekey by emphasising that community pharmacies presently supply only 25 per cent of the market so must maximise this opportunity through the flood of scripts which will be generated from dental surgeries.

I will be pleased if the promised scripts materialise, more pleased if we are allowed to keep the fees produced by this increased dispensing load, but in my area even 25 per cent seems a generous estimate as every dental surgery seems to be selling Endekey products from that convenient unit on the receptionist's desk.

I wonder what will happen when the Stafford Miller representative suggests that my local dentist should shoot himself in the wallet by prescribing instead of selling their products as they have been encouraged to do, at my expense, for so many years?

Honoured indeed

I was indeed honoured to be the subject of the first Schering-Plough Consumer Health calendar.

Recipients will undoubtedly benefit from this constant reminder of the inherent wisdom in the thoughts of Xrayser. After many years of arduous toil on behalf of the silent majority, my halo was beginning to show signs of wear but this accolade rekindled my pioneering zeal.

I must not, however, let such praise go to my head. I still have 500 words to write and the Editor is waiting impatiently for this copy. Even angels fear the wrath of God!

Xrayser

Topical REFLECTIONS

Scriptspecials

Accuretic: ACE combination

Accuretic from Parke-Davis is a new ACE inhibitor combination containing 10mg quinapril and 12.5mg hydrochlorothiazide. It is indicated for the treatment of hypertensive patients who have been stabilised on their individual components given in the same proportions.

Effective control of hypertension is usually achieved by a daily dosage of one tablet, increasing to a maximum of two tablets.

The company says that by combining lower doses than might be required with each

component used alone, side effects, especially the hypokalaemia associated with diuretics can be minimised.

Accuretic is not recommended in children as its safety and efficacy for them has not been established. For the elderly, the company recommends that the dose be kept at the lowest possible level to achieve adequate blood pressure control.

The pink, bi-convex, film coated tablets are blister packed in original packs of 28 (£9.79 trade). **Parke-Davis. Tel: 0703 620500**



Tilade Mint Synchroner

Fisons have launched the Synchroner — a compact portable spacer for use with the Tilade Mint inhaler. The device combines an open-tubed spacer with the metered dose aerosol of Tilade Mint. It is said to be easier to use than a conventional spacer.

Fisons say the Synchroner improves the deposition of drug particles in the lung compared with using the inhaler alone. It has not been compared with a conventional spacer.

The Synchroner helps patients to learn the correct inhaler technique, as it provides instant feedback during use. If usage it is not co-ordinated correctly, a cloud of powder will blow out of the open top of the tube.

The Synchroner does not fit

other monitored dose inhalers. Tilade Mint is recommended for adults and children over 12 years of age. By the end of this year Tilade Mint aerosol will only be available with the device. It is available as a double cannister pack (£39.98 trade). **Fisons. Tel: 0509 611001.**

Voltarol Ophtha

Ciba Vision have launched Voltarol Ophtha, said to be the first NSAID licensed for both the inhibition of pre-operative miosis and the treatment of post-operative swelling in cataract surgery.

Voltarol Ophtha is packed in 0.3ml single-dose units holding 0.1 per cent w/v diclofenac sodium. One drop should be instilled four times during the two hours prior to surgery. This inhibits prostaglandin synthetase and maintains the aperture of the dilated pupil, making surgery easier.

Following surgery, one drop should be instilled four times daily for up to ten days. This controls inflammation without the side effects usually associated with ocular corticosteroids.

Possible adverse reactions include a mild to moderate burning sensation, blurred vision immediately after use, and the possibility of hypersensitivity reactions. Safe use in children, or in pregnancy and breastfeeding, has not been established.

Voltarol Ophtha is available as a four pack for pre-operative use (£3.99), and a 40-pack for post-operative treatment (£39.90). It is a Prescription Only Medicine.

The company has produced a patient information leaflet for those about to have cataract surgery. **Ciba Vision (UK) Ltd. Tel: 0489 785399.**

New indication for Prepulsid

Prepulsid is now licensed for the maintenance treatment of reflux oesophagitis at a dose of 20mg at night.

Figures produced by Janssen this week show that Prepulsid is much cheaper than two other commonly used treatments for relapsing oesophagitis. The cost per year of Prepulsid at a daily dose of 20mg is £234.33, compared with £474.50 for a 20mg maintenance dose of omeprazole.

Dr Michael Hellier, consultant physician, Princess Margaret Hospital, Swindon, said that Prepulsid is the only treatment which, when used at less than the standard healing dose, protects against relapse of reflux oesophagitis. Recent placebo controlled studies have shown that cisapride significantly reduces the relapse rate at half the healing dose.



Eli Lilly & Co have launched a modified release formulation of Distaclor — Distaclor MR. The tablets contain 375mg cefaclor and are said to offer improved patient compliance. The usual dose for adults and children over 12 is one tablet twice daily. Indications, contra-indications, side-effects are as for Distaclor: see Data Sheet. The tablets are blue, marked Distaclor 375, and are blister packed (14 tablets £10.83 trade). **Eli Lilly. Tel: 0256 473241**

Fluoride on FP14

Tablets and oral drops containing fluoride are now included in the dental list and are available on NHS prescription (FP14 in England and Wales, GP14 in Scotland and HS47 in Northern Ireland). Fluoride mouthwashes remain disallowed if prescribed by dentists on NHS forms.

Esidrex 25mg

Esidrex 25mg tablets (100) are being repackaged in original packs (28 £0.80 trade). These will be available for despatch from mid-January. **Ciba-Geigy Pharmaceuticals. Tel: 0403 272827**

Artificial saliva

PSNC say that Luborant is the only proprietary product that can be supplied against an order for Artificial Saliva on dental form

FP14. From February 1 orders for, or endorsement of, Glandosane or Saliva Orthana will be disallowed. GPs may prescribe these two products, but they only have ACBS approval for dry mouth associated with radiotherapy or Sicca syndrome.

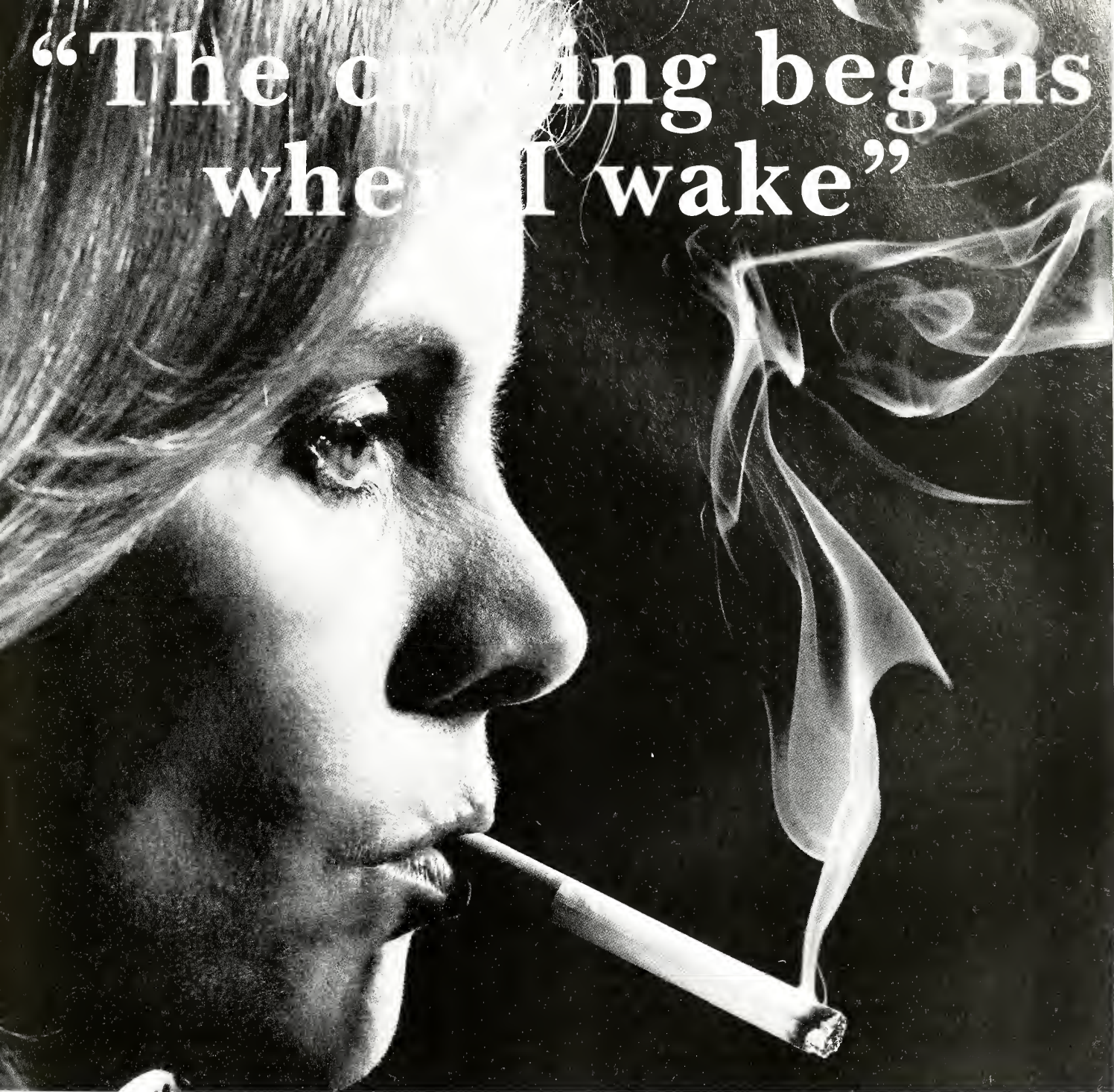
Hirst Stoma Bib

The new Hirst Stoma Bib tracheostomy protector has been added to the Drug Tariff this month. **James Hamer Ltd. Tel: 061 761 5888**

Amoxycillin syrups

The volume of water required to reconstitute the strengths of both Evans and Kerfoot amoxycillin 125mg/250mg syrups has decreased from 66ml to 58ml. This information is detailed on the product label. **Kerfoot Pharmaceuticals. Tel: 0582 608308**

"The craving begins when I wake"



Worn both day and night the Nicotinell patch provides sufficient blood nicotine levels to help prevent cigarette craving ...especially first thing in the morning

Nicotinell® TTS Prescribing Information Presentation

Transdermal therapeutic system containing nicotine, available in 3 sizes (30, 20 and 10cm²) releasing 21mg, 14mg and 7mg of nicotine respectively over 24 hours. **Indication** Treatment of nicotine dependence, as an aid to smoking cessation. **Dosage** Stop smoking completely when starting treatment. For those smoking more than 20 cigarettes a day, treatment should be started with Nicotinell TTS 30 once daily. Those smoking less should start with Nicotinell TTS 20 once daily. Sizes of 30, 20 and 10cm² permit gradual withdrawal of nicotine replacement, using treatment periods of 3-4 weeks with each size. Doses above 30 cm² have not been evaluated. The treatment is designed to be used continuously for 3 months but not beyond. However, if still smoking at the end of the 3 month treatment period, further treatment may be recommended following a re-evaluation of the patient's motivation. **Contra-indications** Non-smokers, occasional smokers, children under 18 years. As with smoking, Nicotinell is contraindicated during pregnancy and breast feeding, and in acute myocardial infarction, unstable angina pectoris, severe

cardiac arrhythmias, recent cerebrovascular accident, skin disease preventing patch application and known hypersensitivity to nicotine. **Precautions** Hypertension, stable angina pectoris, cerebrovascular disease, occlusive peripheral arterial disease, heart failure, hyperthyroidism, diabetes mellitus, renal or hepatic impairment, peptic ulcer. Persistent skin reaction to the patch. Keep out of the reach of children at all times. **Side-effects** Smoking cessation causes many withdrawal symptoms. Most common adverse effects directly related to nicotine patches are reaction at application site (usually erythema or pruritus) and sleep disturbance. See data sheet for details. **Legal category** P **Packs** Nicotinell TTS 10 (PL0001/0173) in packs of 7 patches, trade price £8.21, 28 patches, £32.83. Nicotinell TTS 20 (PL0001/0174) in packs of 7 patches £8.64, 28 patches, £34.56. Nicotinell TTS 30 (PL0001/0175) in packs of 7 patches £9.07, 28 patches, £36.28. ® denotes registered trademark. Full prescribing information is available on request from Geigy Pharmaceuticals, Wimblehurst Road, Horsham, West Sussex, RH12 4AB. Telephone (0403) 272827. **Date of preparation** December 1992.



NEW
Nicotinell®
TTS
transdermal nicotine
**helps to overcome
nicotine addiction**

Counterpoints

Durex relaunch Senselle lubricant

Senselle, the lubricant for temporary vaginal dryness, is being re-launched under the Durex banner by LRC with new packaging. LRC say the water-based formulation mimics the natural secretions of the vagina.

It can be safely used with condoms and diaphragms and, unlike gels, it is warm to the touch, easy to apply and does not leave a greasy residue.

Senselle has been positioned to help overcome the temporary vaginal dryness experienced by an estimated 3 million women, especially during and after the menopause and after pregnancy. Dr Alan Smith, marketing manager for LRC, says: "We know from talking to GPs, pharmacists and organisations such as Relate, that vaginal dryness is a very real problem for many women. It can cause pain and discomfort during sexual activity which may lead to sexual difficulties and conflict in a relationship. Senselle is important for pharmacists because they will now be able to offer customers one of the most effective solutions available."

Senselle is available in a 10ml (£1.95) or 40ml (£4.95) bottle with a "dropper" cap for ease of application. The Durex logo is prominently displayed on the packaging as LRC say it is widely recognised as a quality symbol. Senselle is also available on prescription.

The support package for Senselle includes nationwide promotion to GPs, pharmacists, practice nurses and health visitors. An estimated 100,000 10ml sample bottles will be given away free in a Durex in-pack promotion, and also through women's magazines and GPs. A regional media tour will be headed by Dr Alan Riley, editor of *The Journal of Sexual Health*. LRC Products. Tel: 081-527 2377.



Improved Pampers nappy on trial

Pampers Baby Dry, a new nappy said to absorb moisture faster and keep skin drier, is being test marketed in the Aberdeen area.

The nappy features a new layer made from cellulose fibres which draws in moisture and distributes it throughout the nappy. The layer then dries and the wetness is "locked away" inside the nappy, away from the skin.

The nappy core has been

made thinner but is just as absorbent, say Procter & Gamble.

The nappies are available in boy and girl variants. The nappy is available initially in maxi size only, replacing Pampers Maxi in the current range.

Recommended prices are: small packs £2.99, carry packs £6.99, value packs £12.99, quattro packs £23.99. Procter & Gamble. Tel: 091-279 2000.

Organic babyfood

A new babyfood called Baby Organix has been launched by Organix.

The new food, which contains pure, natural fruit and vegetable purees, is available in five varieties: Apple & Wild Blueberry; Summer Carrot Puree; Pear, Apple & Oats;

Garden Vegetables; and Creamed Spinach.

Retailing at £0.69 for a 190g jar, the food is grown without pesticides, fungicides, synthetic fertilisers or growth hormones. Captiva Brands. Tel: 0202 715156.

Sensiq gains protective addition

Sensiq UV Defence Tinted Moisturiser (40ml £3.75) is the latest addition to their skincare range.

It is a sheer, tinted moisturiser providing UVA and UVB protection (SPF10) while giving a hint of colour to the face. It is lanolin-free and contains vitamin E,

panthenol and natural oils, and comes in pale, medium or dark shades.

For a limited period, Sensiq are offering consumers a free 20ml Oil-Free After Sun Gel with purchase of UV Defence Tinted Moisturiser. Sensiq. Tel: 071-409 1413.

SB renew assault on oral care market

Smithkline Beecham are boosting their advertising spend in the oral care market to £11 million in 1993, up from £8m spent on the brands last year.

Much of the marketing effort will go behind the Corsodyl brand acquired worldwide from ICI for around £34m in December 1992. SB intend Corsodyl to be their "flagship" in the sector, according to David Bradley, marketing manager oral care.

A new 16-strong special dental detailing force, a major presence at dental exhibitions, a £2m marketing campaign and a number of range extensions, some in the "near future", are intended to take SB's brand share in the mouthwash market from 15 to 18 per cent by the end of the year.

"We are striving to become the leading oral care authority in the minds of consumers and health professionals," says Mr Bradley. SB are aiming to achieve annual sales growth of 9 per cent over the next five years.

Mr Bradley currently claims joint leadership of the toothpaste sector for SB, but predicts their share will rise to 29 per cent by the year end (it is currently 27.4 per cent), which might just give them sector leadership ahead of rivals Colgate.

SB are aiming for further growth in the toothbrush sector, where it is claimed sales of the Aquafresh Flex toothbrush

peaked at 10.5 per cent five months after launch.

Corsodyl is indicated for treatment of gingivitis (gum disease), and the management of aphthous ulceration and oral candidiasis. The active ingredient, chlorhexidine, is said to be an effective inhibitor of dental plaque, a 10 ml rinse providing up to 12 hours protection.

The brand has a virtual 50:50 sales split between consumer and NHS sales. The two mouthwash variants in the existing four product range take 94 per cent of sales. In the OTC medicated mouthwash sector the brand currently has a 38 per cent share.

Corsodyl brand manager Susie Cook says SB believe there is an opportunity to move the brand to a more premium price position.

The range will be relaunched in the second half of the year, although there are suggestions that the PET bottle and integral measuring cap will be retained. The relaunch will feature strengthened product claims and the development of wholesale promotional packs.

Dental floss, lip salve and chewing gum were mentioned as possibilities for line extensions. While the OTC sales of the existing products will remain pharmacy orientated, any additions are likely to be sold into the grocery sector.

Smithkline Beecham. Tel: 081-560 5151.



Packs in the Bodyform feminine hygiene range have been redesigned, using the figurine of a woman to replace the bird motif. Range identity has been improved by the use of colour coding. Towels are coded blue/green and liners are pink. The new packs will be phased in from January through to March. Scott. Tel: 0342 327191

AN OTC FIRST

The Nicorette Patch



*It's going to be
a sales sensation!*

- A massive £3,000,000 spend, including nationwide TV, press and full pharmacy display support will take your Nicorette sales higher and higher in 1993.
- Make sure you've sufficient stocks and point of sale material to meet demand. Contact your local wholesaler or Kabi Pharmacia representative **NOW!**




Kabi Pharmacia

Kabi Pharmacia Ltd, Davy Avenue, Knowlhill, Milton Keynes, MK5 8PH. The Nicorette Help Desk – Tel: (0908) 603848.

NICORETTE® YOUR No. 1 CHOICE IN SMOKING CESSATION

Junior Metatone a tonic for kids

Junior Metatone is a new tonic containing vitamin B and calcium from Warner-Lambert, specially formulated for children.

The fruit flavoured tonic contains vitamins B1, B2 and B6, plus vitamin A, nicotinamide, calcium and mineral supplements. It is recommended for children aged six and over who have been ill, are rundown or suffering from lack of appetite.

Junior Metatone comes in a 125ml bottle, sufficient for an eight day course, and retails at £1.99.

The product will be supported by a £200,000 Press campaign with advertising in the parental Press throughout February, March and April.

To coincide with the launch, Metadone adult tonic will be repackaged to complement the new product. The two tonics will be linked by on-pack references.

The tonic market is currently worth £5 million a year and is forecast to grow by 10 per cent a year to reach £7m by 1995. Warner-Lambert Health Care. Tel: 0703 620500.

Selling tips for male toiletries

The average British male is confused by toiletries jargon and a third of men admit they would buy more if they knew more about the products, according to the findings of new research carried out by Elida Gibbs.

The company has also discovered that two thirds of men rely on pharmacy assistants for advice when choosing toiletries.

The results have prompted the company to produce a guide to selling male toiletries, aimed at pharmacists and assistants.

It includes definitions of popular male toiletry items, tips on display and information on fragrances.

Also included is a competition to win a weekend in Paris.

For copies of the guide write to: Elida Gibbs Shop Assistants Guide, 22 Endell Street, London WC2H 9AD. Elida Gibbs. Tel: 071-486 1200.



Body Mist given confident relaunch



Body Mist is undergoing a relaunch with improved formulation, fragrances and packaging.

The new formulation is said to give even better protection against wetness and prevention of odour.

There are four new fragrances in the range. Florale is a spicy, summery floral. Chypre is a mix of fruity and woody notes. Verte is a fresh green fragrance. Mirage features fresh top notes which soften to semi-oriental notes — a

first for APDs, says the company.

The new packaging features a female figure to reflect the "confidence" of the relaunched brand. The variants are colour-coded.

There are two aerosol sizes, 150ml (£1.49) and 200ml (£1.75), a roll-on (£0.95) and a 100ml pump spray (£2.15).

Body Mist will be supported by on-pack promotions and consumer trialing. Smithkline Beecham. Tel: 081-560 5151.

PMS help on screen

PMS sufferers may find relief from a new self-help video entitled "PMS — Steps to Freedom", released this month.

The video, presented by GMTV's Jenni Barnett, explains why PMS occurs

and offers ways to deal with it.

A donation of 50p for each video sold will be made to the charity PMS Help. For orders contact Sony Music Operations. Tel: 0296 26151.



Sanatogen vitamins are being advertised in a new television campaign until the end of March. Cod liver oil will be advertised separately. To support the advertisement, a special merchandiser unit is available which holds Sanatogen cod liver oil plus the new cod liver oil with multivitamins. Complementary window cards have also been produced. Fisons Consumer Health. Tel: 0509 611001

On TV Next Week

GTV Grampian	C4 Channel 4	STV Scotland (central)
B Border	U Ulster	Y Yorkshire
BSkyB British Sky	G Granada	HTV Wales & West
Broadcasting	A Anglia	M Meridian
C Central	CAR Carlton	TT Tyne Tees
CTV Channel Islands	GMTV Breakfast	W Westcountry
LWT London Weekend	Television	

Actifed:	CAR
Alka Seltzer:	C4
Anadin Extra Soluble:	All areas
Andrews Antacid:	All areas except U, G, CTV, LWT, CAR
Beechams:	All areas
Benlylin:	All areas except C4
Canderel:	All areas
Canesten:	LWT, C, A
Day Nurse & Night Nurse:	All areas
Duracell:	All areas
Glints:	LWT, G, Y, CAR, STV, G, HTV, W, B, BskyB
Hills Balsam:	G, Y, TT, C, M, A, HTV, STV, W, GTV, B
Harmony Protectives:	All areas
Just for Men:	All areas except CAR, GMTV
Lynx:	All areas
Lemsip:	All areas
Mentadent S:	All areas
Nicorette patch:	All areas
Peaoudouce:	C4, GMTV
Remegel:	C4
Sanatogen vitamins:	G, Y, C, A, HTV, W, LWT, CAR
Sanatogen cod liver oil:	G, Y, C, A, HTV, W, LWT, CAR
Seabond denture seals:	GTV, STV, TT
Seven Seas cod liver oil:	All areas
Slim Fast:	All areas
Solpadeine:	All areas except U, CTV, LWT, C4, GMTV
Sudafed:	C4
Tixylix:	All areas
Timotei:	All areas
Veno's:	All areas

PRODUCT INFORMATION

Canesten 10% VC is available as a single pre-filled applicator containing 5g of 10% clotrimazole vaginal cream.

Canesten 1 is available as a single vaginal tablet containing 500mg clotrimazole and an applicator in which to place the tablet for insertion. Uses Candidal vaginitis. **Dosage and Administration**

Canesten 10% VC
Adults Insert the contents of the pre-filled applicator intravaginally, preferably at night.

Canesten 1 **Adults** Place the Canesten 1 vaginal tablet in the applicator, and insert intravaginally, preferably at night.

Children Since both of these products are used with an applicator, paediatric usage is not recommended. **Contraindications** Hypersensitivity to clotrimazole. **Side-Effects** Rarely patients may experience local burning or irritation immediately after inserting the cream. Hypersensitivity reaction may occur. **Use in Pregnancy** In animal studies clotrimazole has been associated with


mutagenic effects but following administration of high doses in rats there was evidence of fetotoxicity. The relevance of this effect to topical application in humans is not known. However, clotrimazole has been used in pregnant patients for a decade without attributable adverse effects. It is therefore recommended that clotrimazole should be used in pregnancy only when considered necessary by the clinician. If used during pregnancy extra care should be taken when using the applicator to prevent the possibility of mechanical trauma.

Accidental Oral Ingestion In event, routine measures such as gastric lavage should be performed as soon as possible after ingestion. **Pharmaceutical Precautions** **Canesten 10% VC** should not be stored above 25°C.

Canesten 1 No special storage precautions are necessary. **Legal Category.** P. **Retail Selling Price** £5.95 for each product.

Product Licence Number **Canesten 10% VC** PL 0010/0136, **Canesten 1** PL 0010/0083. Date of Preparation August 1992.

References: 1. Cohen L., *Curr Med Res Opin* 1985; 9 (8): 520-3. 2. Milsom I., Forssman L. *Am J Obstet Gynecol* 1985; 152 (7/2): 99-101.

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IF IT'S THRUSH, RECOMMEND CANESTEN



Following its introduction, Canesten has become one of the most successful OTC brands ever.

It is available either as vaginal cream or vaginal tablet/pessary, which gives your customers the choice of two presentations of the same effective treatment (over 90% of all women successfully treated with a single dose^{1,2}).

This success further reinforces Canesten's position as the unchallenged market leader, both as a prescription and OTC therapy. And, given the reception of Canesten by your customers, it contributes to your success as well.

We at Bayer shall continue to support you with heavy investment in advertising and a complete range of educational materials for consumers and your staff. To make sure Canesten stays ahead of the field, we are rolling out Canesten TV advertising in many more regions and stepping up advertising in women's journals.

Please make sure your stock is at an adequate level; and contact us for a copy of the comprehensive Professional Guide and other educational materials.

Bayer 

For a free copy of the Professional Guide, contact: Bayer plc, Pharmaceutical Division, Business Group, Bayer House, Newbury Hill, Newbury, Berkshire RG13 1JA.

Canesten[®]
clotrimazole

GARNIER
PARIS

LABORATOIRES

NEW



UV • SPORT

**The first
sweat resistant
sun protection
for sports
players**



UV Sport is a range of sports products specially formulated for the needs of sports players in the sun with:

A unique sweat resistant formula

The UVA/UVB and Infra red protection is not diluted by sweat. It won't wear off and won't run in your eyes.

A light, non greasy formula

It absorbs immediately so it won't impair your grip.

Water resistant for 2 hours

Striking packaging

with sporty grip.

Major support package

A National TV campaign worth £500,000.

Unique impactful display unit.



Coty develop self tanning range

Coty have updated their artificial tanning range to ensure there is a product to suit everybody.

In the tan developers sector there is Golden Tan self-tanning milk and lotion (100ml £5.75) which produce a fake tan in four hours. For a fast tan, Sunshimmer Instant Tan face and body make-up comes in golden tan or bronze, with a shimmer or matte finish (100ml £2.99). Applied like make-up, it is easily removed.

Coty Sunshimmer bronzing powder enhances a tan and comes in two shades (£3.69).

The range has been repackaged and is supported with a £600,000



spend. There will be advertising in women's magazines from April to July, an educational leaflet and merchandising units

with leaflets giving application tips plus a 30p off next purchase coupon. **Beauty International. Tel: 0491 33333.**

Numark haircare offer

Numark are offering consumers a discount on their own label two-in-one shampoo and conditioner.

The price has been reduced to £0.99 from £1.29. During the promotional period, every order for a dozen of each of the variants will qualify for entry into a prize draw to win a Toshiba television. **Numark Ltd. Tel: 0827 69269.**

Fresh air with Haden

Haden are introducing an electric air freshener, which they believe will be suitable for the pharmacy trade.

The plug-in unit comes complete with two fragrance refills and will retail at £5.49. Replacement refills come in packs of 15 in two variants, peach or rose. **D.H. Haden Ltd. Tel: 05436 75222.**

Support for Nicotinell

The Nicotinell patch is being supported in pharmacy with a range of point of sale material.

Using the advertising slogan "It needn't be hell with Nicotinell", the material includes a consumer leaflet plus a leaflet for counter assistants. This contains basic facts about the patch and a competition to win a holiday in the Seychelles.

In-store material includes shelf-wobblers, showcards, prescription signing boards and display units. A limited number of moving window displays are available, together with a counter unit which holds the Nicotinell weekly support pack and 20mg weekly packs. **Ciba-Geigy. Tel: 0403 272827.**

Top Speed nail care

Top Speed 60 second top coat from Revlon has been added to their nail enamel range.

Top Speed is said to prolong the wear of nail varnish and give shine. The product will dry in 60 seconds and set nail enamel in three to five minutes, say Revlon.

The new product is packaged in a black bottle with red graphics. It will retail at £5.95. **Revlon International. Tel: 071-629 7400.**

Body Naturalle add sun protection range

Body Naturalle is a new range of sun preparation products from the company of the same name.

Building on the existing range of sunbed tanning products, the new products contain cocoa butter and almond oil and are available in SPF2 to SPF25.

The water-resistant range comprises Suncare System SPF2 (200ml £5.59), SPF4 (200ml

£5.79), SPF6 (200ml £5.99), SPF8 (200ml £6.39), SPF15 (200ml £7.49) and sunblock SPF25 (200ml £6.49). All will carry the Boots UVA star rating.

A prepack containing 30 bottles, six each of SPF2, SPF4, SPF6, SPF8 and SPF15, has been designed for pharmacy. The range will be supported by a £250,000 advertising campaign. **Body Naturalle. Tel: 091-3858355.**

Improved Head & Shoulders

Head & Shoulders is being relaunched with a new "Faster Action" formulation, said to be more efficient at reducing dandruff.

The relaunched shampoo will come in 150ml and 300ml sizes and carry a flash on the front to highlight the new formulation.

The brand is being advertised on television. **Procter & Gamble. Tel: 0784 434422.**

Granovita add Vitaslim for vegans

Vitaslim is a new slimming product from Granovita, suitable for vegetarians and vegans.

Available in five flavours — banana, chocolate, strawberry, vanilla and peach — it is dairy-free, gluten-free and sweetened with fructose. It retails at £5.99 for a 360g pot which makes 12 servings.

Granovita UK Ltd. Tel: 0933 272440.

Pearl on TV

Cussons are supporting Pearl soap with a new television campaign which focuses on the brand's luxury image. The advertisement will run until the end of February. **Cussons UK. Tel: 061-792 6111.**

Ysatis addition

Givency have added a deodorant natural spray to their Ysatis fragrance range. It retails at £15.25 (100ml). **Parfums Givency. Tel: 0932 245111.**

Two for one

Wisdom are offering consumers a free toothbrush when they purchase a regular brush. Wisdom regular medium and firm toothbrushes will be packaged in banded packs at £1.25 for two brushes. **Addis Ltd. Tel: 0992 584221.**

Tonic campaign

Pharmax are supporting Effico Tonic with a Press campaign in women's magazines. **Pharmax Healthcare. Tel: 0322 550550.**

Shoo!

Shoo insect repellent will now be distributed by Rolas Distributors UK. **Tel: 0256 7644857.**

Oral-B link

Oral-B have teamed up with Braun to extend the distribution of Braun electrical products into the pharmacy sector. Braun electrical oral products will be endorsed with the Oral-B name. **Oral-B Laboratories. Tel: 0296 432601.**

Cabdrivers

Seven Seas have taken over the distribution of the Cabdrivers linctus range, with effect from January 7. **Seven Seas. Tel: 0482 75234.**

Insect spray

Prevent, an insecticide repellent spray, is now being distributed by **White Rose Pharmaceuticals. Tel: 0904 488444.**

Right number

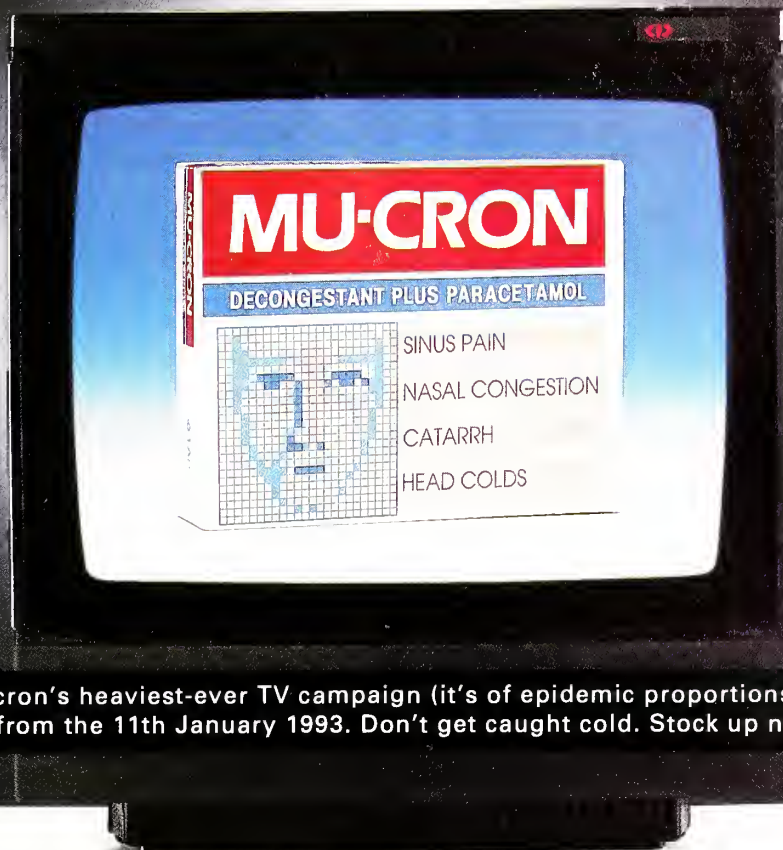
Grett Optik would like to point out that the correct number for orders and inquiries is 010 46 85 9077030, and not as stated in C&D January 2.

Wrong price

Scholl point out that their Shock Absorbing sports insoles retail at £4.45 a pair, and not as stated in C&D December 5. **Scholl Consumer Products. Tel: 0582 482929.**



Starflower Oil, the GLA dietary supplement from Roche Nicholas, has been repackaged in a 30 capsule pack to attract first time users. With updated lilac and white livery incorporating starflowers on a yellow background, the new size will complement the 60 pack. A £400,000 campaign is underway to support the product. **Roche Nicholas Consumer Healthcare. Tel: 0707 328128**



The airwaves
are about to
become highly
congested.

OTC products get the treatment

Pharmacists and their staff give more attention to products sold only through pharmacies, according to the latest Eurotop survey from CAM International.

For OTC medicines, 92 per cent of UK pharmacists say they and their staff increase the level of advice they give when selling such lines, while 78 per cent say consumers are more confident about OTC lines purchased from a pharmacy as opposed to a supermarket.

Much less advice is given for toiletries and cosmetics exclusive to pharmacies, however, with only 55 per cent saying they give such products special attention.

Perhaps disappointingly, only 39 per cent of UK pharmacists rate personal consultation as contributing most to the sales

The latest Eurotop survey looks at how pharmacists across Europe rate the OTC lines they can sell exclusively, their attitudes to substituting products on prescription, and which they think are the most useful services provided by manufacturers.

per cent) are most pessimistic about their future status.

Pharmacists throughout Europe are all strongly in favour of being allowed to substitute products on prescription. Although 67 per cent of UK pharmacists favour substitution, they are the least enthusiastic. In Germany and Italy, more than 80 per cent are

although a quarter say extra training would be required should substitution go ahead.

An external stake

A quarter of UK pharmacists would be in favour of allowing an external stake in their pharmacy, but for 96 per cent of them, this would only be for the development of the

advantage. Other advantages were ranked as providing benefits such as sales courses, staff training and improved point of sale material.

Most important...

The single most important activity a pharmaceutical company can perform to support the professional standing and business of retail pharmacists is cited by 37 per cent of UK pharmacists as the provision of information and promotions.

Some 26 per cent said improved communication and product information was most important, while 16 per cent cited quality of service and 15 per cent profit margin.

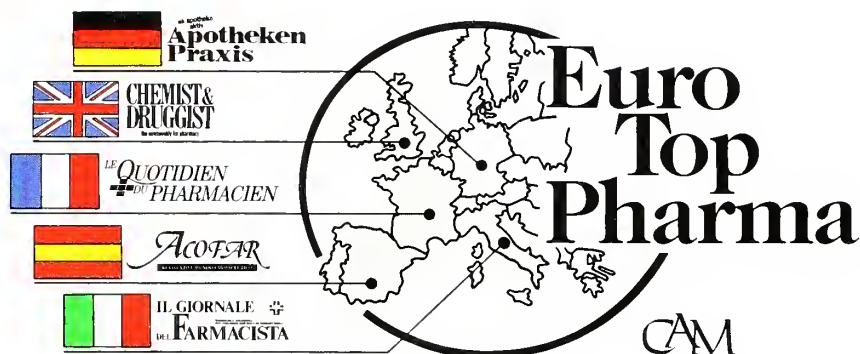
Italian and Spanish pharmacists mirrored the views of their UK colleagues. In Germany distribution was given as the most important activity while the French place most value on the staff training companies provide.

Manufacturers in the UK and Germany are rated as "rather good" by pharmacists (81 per cent and 83 per cent respectively) at informing the trade about new products. However, French and Italian pharmacists (56 per cent and 71 per cent) rate the record of their manufacturers as "rather poor".

Two thirds of UK pharmacists are also satisfied with the level of information they receive on consumer advertising and promotions (through such media as *C&D's* weekly Counterpoints section). Two thirds also feel they are offered adequate profit margins and suitable point of sale material. Pharmacists in Germany, Italy and France are not so happy about the profit margins they are offered: they are rated as "rather poor" by 57 per cent, 75 per cent and 74 per cent respectively.

Cosmetics and toiletries manufacturers do not fare so well, however, being rated as good in the four areas given above by only half of UK pharmacists. Similar 50:50 views are expressed by pharmacists in most other Continental countries except Germany, where 94 per cent of the sample rated toiletries manufacturers as "rather good" on supplying new product information.

Pharmatop is an informal grouping of European pharmaceutical publishers, including Benn Publications (Chemist & Druggist) for the UK. The group commissions simultaneous research in member countries through Paris-based CAM International.



of OTC lines. This is lower than than any of their European colleagues: personal contribution is rated most highly in France (84 per cent) and Germany (82 per cent).

Conversely, consumer advertising contributes most to OTC sales according to 60 per cent of pharmacists in the UK, compared to an average of 24 per cent elsewhere in Europe. For cosmetics, 90 per cent of UK pharmacists said advertising contributed most to sales. Only 18 per cent thought the loss of exclusive sales rights to cosmetics would have important repercussions for their business.

UK optimistic on future status

UK pharmacists are more optimistic about their future standing than their European counterparts. While 60 per cent in the UK think they will see an increase in status in the near future, this falls away to 55 per cent in Italy, 49 per cent in Spain, 29 per cent in France and only 16 per cent in Germany, where most think the status quo will continue. The French (40 per cent) and Italians (19

in favour, rising to 94 per cent in France.

Some 77 per cent of UK pharmacists favour generic substitution, while 61 per cent are also in favour of free choice of equivalent brand within a therapeutic class, ie me-too products. Complete free choice within a therapeutic is only supported by 47 per cent of the sample, however.

Improved stock control is perceived as the greatest benefit to be gained from product substitution by pharmacists generally. In the UK, 80 per cent also cite improved margins on stock.

Interestingly, while three quarters of pharmacists in the UK and France feel product substitution would increase the level of government control on health costs, less than half of those in Italy, Spain and Germany thought that this would be the case.

There is generally a high level of confidence among pharmacists that they have sufficient experience to supply substituted products, ranging from 63 per cent in France to 99 per cent in Germany. In the UK 73 per cent of pharmacists feel they have sufficient expertise,

business. However, 85 per cent of those who do not favour external investment do so because they feel it would threaten their independence.

Among other European countries support for an external stake being taken in their pharmacy is strongest in Germany (52 per cent) and weakest in Spain (13 per cent).

While only 22 per cent of the UK sample of pharmacists are in a buying group, the figure rises to 40 per cent in Germany and 72 per cent in Spain. Around a third of pharmacies in Ireland and France belong to buying groups.

A high level of satisfaction with their buying group is found among pharmacists from the UK (91 per cent) and Spain (93 per cent), while in Italy only 29 per cent were satisfied. Not surprisingly, there was a low level of interest among those not in a buying group in actually joining one. Only a quarter of UK pharmacists outside a buying group said they would be interested in signing up.

The increased buying and bargaining power of such groups was universally given in all countries as their main

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A few years ago superstore pharmacy was a relatively rare bird, viewed with suspicion by many in the profession. But times are a-changing and Tesco's pharmacy superintendent, Mike Rudin, defends the professional standards of his company's growing pharmacy interests. Business Editor Zack Goldring reports

Mike Rudin is a pharmacist in a role not universally admired by other pharmacists: he is the pharmacy superintendent of the grocery superstore chain Tesco.

His early career was conventional enough — five years' working in Boots before moving to the Gordon Drummond chain. There he ran "the largest department store with a pharmacy the company had, the Dundee branch," a role he sustained until the group retrenched, selling off its department store interests.

A four-year spell in an independent pharmacy in Leeds was followed by a similar period as the superintendent pharmacist of the Leeds Co-op. Then, some two and a half years ago, Mr Rudin joined Tesco as pharmacy controller.

Pharmacy brief

"My brief was to look after existing pharmacy concessions and look to the development of further pharmacy operations," he recalls. "Really it was an open brief to decide on the way forward with pharmacy for the group."

When Mr Rudin joined Tesco, the superstore chain had just 14 concessions — and 12 of them belonged to Sharp Chemists.

"The pharmacy concessions were growing at about two a year when I joined, but Tesco were looking for a faster rate, about four a year.

"When I first started, I surveyed Tesco's sites to see how we could get more concessions into stores. We decided on a strategy to relocate existing licences into our stores. Safeway had already developed a similar policy.

"We looked for a method of attracting independent pharmacists who perhaps didn't have the strongest of businesses and I was very conscious of the fact that, in most instances, we would be helping them to survive and providing them with modern premises. If it didn't benefit them, they wouldn't want to move anyway."

However, the pharmacy profession's belief that this was the Tesco strategy took a serious dent when Tesco

The Tesco embrace

bought out the Sharp concessions in October 1991 and, more recently, the Culver House Cross and Uckfield concessions. Surely this was a complete volte-face?

Mr Rudin insists that it was not. "Peter Sharp sold out for personal reasons and the other two concessionaires approached us, we didn't approach them. We still aim to develop in-store pharmacy by the concession route."

He sees the purchases as an opportunity to draw lessons from the former Sharp operation. "Having our own pharmacies on board helps us to help our concessionaires."

Mike Rudin is now pharmacy superintendent of the Tesco-owned operation, renamed from Tesco Dispensing to Tesco Stores Ltd. The company now has 23

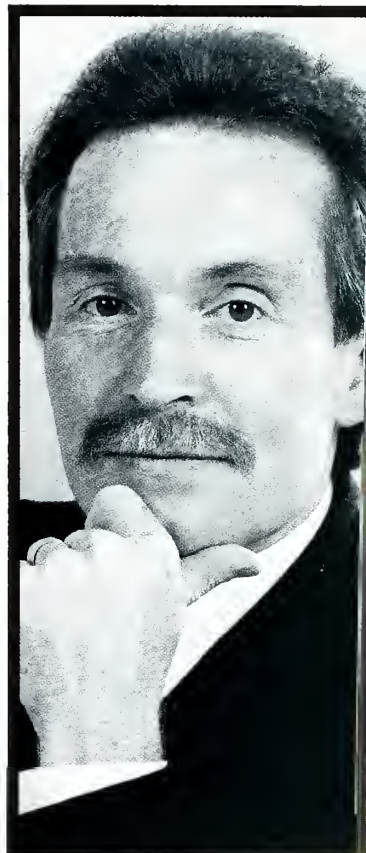
Tesco-owned in-store pharmacies and will have 25 by March. There are currently 27 pharmacy concessions in Tesco stores.

If the concession route is the way forward for Tesco, the company seems to provide an all-embracing deal for the pharmacist concessionaire. "They come into the store on the basis that the business is theirs. We provide the pharmacy, they provide the dispensary computer and the stock," is the way Mr Rudin puts it.

Modern fixtures

More specifically, Tesco operates its concessions "with a limited number of parameters". These include "a very high standard of presentation — no less than that of Tesco itself".

Mr Rudin says that pharmacists



Michael Rudin

have seen the benefits of being in pharmacies with bright modern fixtures and fittings.

"It also means that for those who want to concentrate on

Continued on p86



The Lloyds concession in the Tesco store at Telford, one of 27 concessions out of the 50 pharmacies the company has in its 408 UK stores

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*Breathe more easily,
more naturally.*



LEADERS IN NATURAL HEALTH CARE.

Continued from p84

professional matters, they can." An in-store pharmacy has a limited range of merchandise, because much of the front shop merchandise traditionally stocked by an independent is part of the range in the main store.

Under Mike Rudin's guidance, Tesco have moved away from a contract which takes a basic rent from the pharmacist concessionaire and have moved over to a turnover-related rent, "which allows a symbiotic relationship between Tesco and the pharmacist". The turnover bands involved are regularly revised, using the retail price index for OTC medicines and the cost of drugs index from the Pharmaceutical Services Negotiating Committee for NHS scripts.

Reflecting trade

"From the pharmacist's point of view we are reflecting what is happening to their business." The arrangement even allows for salaries: "If salary inflation is drifting in line with price inflation in a way which makes a business less profitable we will slightly reduce the rent to allow for this."

"We are saying that year-on-year we want you to make a good profit as a Tesco concessionaire."

"For a very aggressive retailer, which Tesco is, we are actually a little bit softer with our pharmacies. We have a

different approach perhaps from some of the other multiples.

"We are more motivated by having the pharmacy service than by making profit out of pharmacies per se. Perhaps eight or 10 in-store pharmacies are based on new contracts, but it is not that easy to get them these days."

The Sunday issue

However, one firm parameter the concessionaires accept is to open for the full trading hours the store is open, and Tesco opens on Sundays "in a number of sites". This, apparently, has not caused disputes or ill-feeling: "Everyone is very happy about it; turnover on Sundays is growing now and the cost to the pharmacist is just staffing and stock."

"Sunday opening has proved worthwhile for Tesco as a whole and the pharmacist opens the full hours that Tesco opens because he or she feels part of Tesco."

Mike Rudin is not looking to put a pharmacy in every one of Tesco's 408 stores, but in the 200 "conforming" stores — ones which include ground level car parking. The company aims to have 100 pharmacies in total by 1997: "I anticipate that two-thirds of these will be concessions."

And Tesco will not take all the plums, says Mr Rudin. "In our situation we don't make a choice; if a pharmacist is near a Tesco store and we want one in

that store, they get into a big store if it is big." Currently, Tesco's largest stores with pharmacy concessions are in Purley town centre and Amersham — "both first division stores, both in the top 20".

Tesco is not confining itself to independents: Lloyds Chemists have some ten Tesco concessions. But the company says it is "unlikely" that they will let anyone build up a chain within a chain on the lines of the Sharp Chemists businesses.

New contracts

Nevertheless, new contracts are applied for by the company, although Mr Rudin is anxious to put this activity into perspective.

"We have a very good relationship with independent pharmacy; we do our utmost not to create an aggressive environment. And we don't put in new contract applications willy-nilly. It upsets both the the authorities and independent pharmacists — and wastes the family health service authority's time. Ultimately, it's not good for us."

Mr Rudin says it is not easy to get new pharmacy contracts in any event. "Our success rate has been pretty low. While in general the decision to grant a new contract or not seems to be sensible, there are some surprises."

"With the best of intentions, the committees which look at

our applications don't have a good knowledge of superstore pharmacy. We still find there are preconceived ideas in people's minds. Some still think of supermarket pharmacy rather than superstore pharmacy and this is an image which they think is not right for a local community."

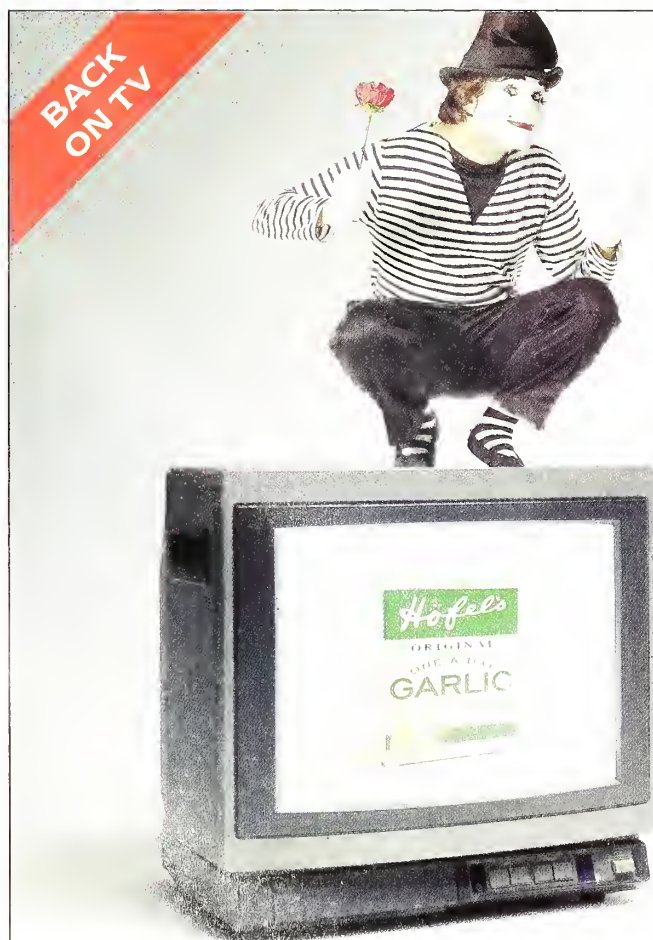
"But this is totally fictitious; a Tesco superstore pharmacy is a community pharmacy in the full sense of the word."

Mr Rudin insists that a pharmacy in Tesco can provide all the services of a community pharmacy, including rota services and providing other professional services such as pregnancy testing.

Consultation areas with a separate sink are provided. "The consultation area provides a quiet area; superstores are busy places and so we inset the pharmacist's counter from the main flow of customer traffic."

However, despite some niggles, Mr Rudin accepts that FHSAs now look carefully at contract applications for superstore pharmacies.

Pharmacies contribute a healthy 15 per cent to the health and beauty department of Tesco. Mr Rudin is reluctant to discuss dispensing receipts, beyond describing them as "substantial". But "our level of dispensing substantiates the fact that customers are voting with their feet. This is the best evidence of whether superstore pharmacies are necessary or desirable."



* Nielsen

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Vicks VapoSyrup — a breakthrough in speed of relief



The Vicks name — first established over 50 years ago with the introduction of Vicks VapoRub — is one of the most familiar names in cough and cold care. Since that time, Vicks has been growing its reputation amongst consumers by extending its range of cough and cold care brands.

Foremost in the portfolio is Vicks VapoSyrup. With the launch in October last year of this technically innovative cough syrup, Vicks galvanised the historically static cough remedies market. Nielsen figures show an increase in total market value of 16 per cent from October 1991 to October 1992, growing from £7 million to £8 million. VapoSyrup has been a runaway success, retaining the "number three" brand position it achieved just five months after launch, and taking an impressive 8.6 per cent value share of the cough remedies market.

Consumer research

Procter & Gamble attribute the success of VapoSyrup to a breakthrough in speed of relief matched by a development programme demonstrating an in-depth knowledge of the consumer, and a commitment to provide a cough remedy that meets consumer demands. To determine exactly what these were, P&G undertook a programme of extensive consumer research.

Surprisingly, and perhaps

disturbingly, P&G discovered that 97 per cent of consumers were dissatisfied with currently available cough remedies. This was due to the fact that traditional cough remedies rely on systemically-acting ingredients which take up to 45 minutes to fully exert their effect.

Relief within minutes

The research showed that the key area for improvement in consumer satisfaction was to improve speed of onset of relief. Consequently, P&G developed Vicks VapoSyrup, heralding a new approach to cough treatment. The VapoSyrup formula utilises a unique thixotropic base, enabling the syrup to coat the throat's cough receptors on swallowing, thus reducing the urge to cough within five minutes. As a result, consumers can obtain the rapid relief they require. VapoSyrup continues to actively reduce the urge to cough until the systemic ingredients come into operation.

Rational formulations

In addition to this unique thixotropic technology, VapoSyrup utilises a rational approach to treatment. Current medical opinion stresses the importance of ensuring consumers take remedies containing only ingredients relevant to their symptoms.

Consequently, VapoSyrup is available in four variants specifically developed to treat the different types of cough most commonly encountered by pharmacists.

Coughs can generally be divided into two main categories — chesty or dry — and either of these may or may not be accompanied by nasal congestion. Vicks VapoSyrup offers a range of rational formulations, with and without decongestants, providing specific treatments for Dry Cough, Dry Cough with Nasal Congestion, Chesty Cough and Chesty Cough with Nasal Congestion.

The dry cough variants contain the effective

anti-tussive dextromethorphan, which acts centrally on the cough reflex to reduce the urge to cough.

The chesty variants contain guaiphenesin, shown to be effective in reducing the viscosity of mucous present in the chest, making it easier to cough up. The decongestant formulations of both dry and chesty variants contain the sympathomimetic agent phenylpropanolamine.

The VapoSyrup range thus caters specifically for the most frequently encountered cough

nature, resulting in a strawberry-flavoured, red cough syrup which appeals to the palates of most children.

Unique dispenser

In addition, the product features a unique innovation in packaging. Available in a shatterproof PET bottle, with dosing cup and child resistant cap, the container is fitted with the distinctive Accutip dispenser. This is a fixed, narrow-bore nozzle allowing delivery of an accurate measure in a clean, drip-free fashion,

Bedtime — highlights the benefits of VapoSyrup in allowing cough sufferers to get a good night's sleep. The 30-second commercial is being aired nationwide from October '92 through to February '93. The new Children's variant will also receive considerable promotional support, consisting of a three-second tag-on to the commercial.

P&G anticipate that over any one month period 70 per cent of consumers will see the commercial at least once, and 50 per cent will see it twice,

substantially increasing consumer demand in pharmacies.

VapoSyrup's launch, and competitive reaction to it, have led to a significant increase in consumer purchases of cough remedies through the pharmacy, say P&G. The company is committed to maintaining this impressive growth record through the next cough and cold season, thereby providing pharmacists with the opportunity to expand their role as trusted advisers on family healthcare.



variations. The range is available in 120ml bottles with a retail price of £2.65, and three of the four are Pharmacy only medicines.

New children's variant

In a logical extension to the range, this season P&G have introduced a children's variant — new Vicks Children's VapoSyrup for Dry Coughs. The children's variant incorporates all the product benefits of the adult range, delivered in a dosage in line with accepted safe and effective levels for children.

In addition, the product contains no alcohol and no antihistamines, providing reassurance that children should not be affected by side-effects such as drowsiness which are associated with preparations containing these ingredients. Children's VapoSyrup Dry also contains no artificial colours.

To make administration simpler, P&G researched children's preferred flavour and colour for a product of this

avoiding any stickiness on the container. Children's VapoSyrup Dry is Pharmacy only, and is, like the adult variants, available in 120ml bottles at a price of £2.65.

Recommendation

P&G are very pleased with the level of pharmacist endorsement the VapoSyrup brand has obtained, which has equalled that of the leading cough syrup brand. P&G believe this is a consequence of providing the pharmacist with an efficacious product he can recommend with complete confidence, backed with the reassurance of a heavy marketing support programme to ensure consumer awareness of the product. P&G research shows that around 80 per cent of children's cough remedy sales are made on pharmacist recommendation.

Marketing support

In an unprecedented move, P&G have committed themselves to an advertising spend of £2 million (MEAL) for a second consecutive year.

This season's campaign —



NOW WHAT WOMEN HAVE BEEN ASKING FOR COULD BE JUST WHAT THE DOCTOR ORDERED

Since October 1990, REPLENS has been helping postmenopausal women to continue living a normal, everyday life.

Bought over-the counter, its uniquely simple, clean and effective way of providing long-lasting vaginal moisture, has already helped to make it a very successful product.

Now REPLENS has been granted a

CSL product licence,

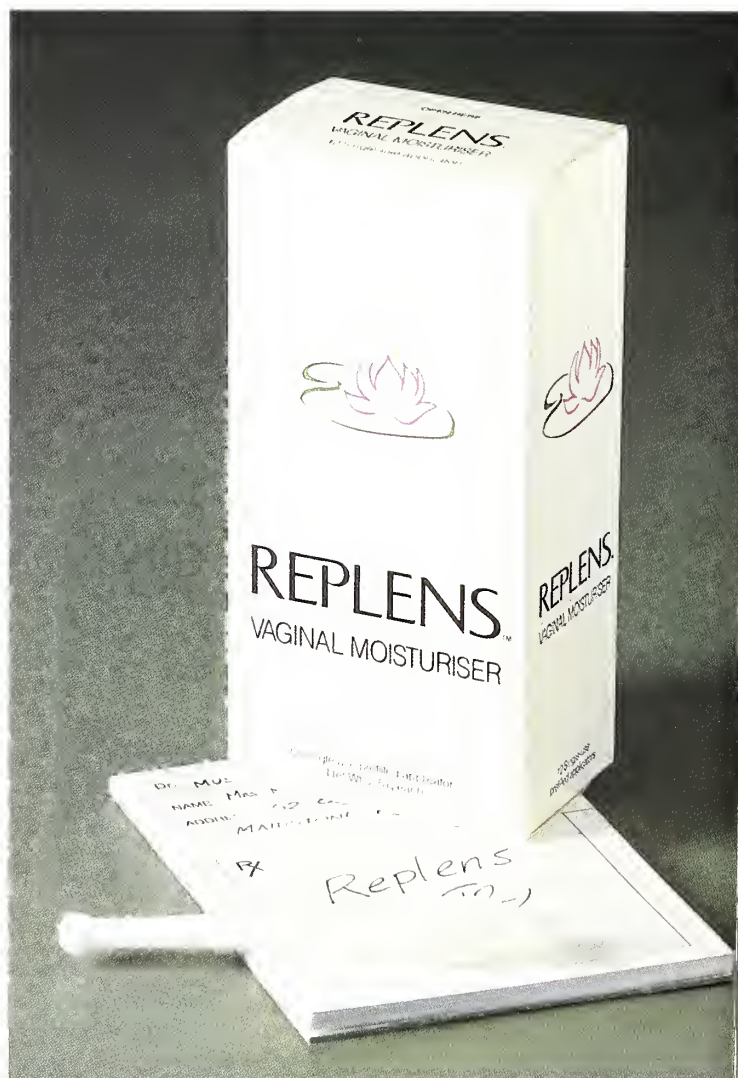
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which means that

General Practitioners

in your area are able to prescribe it for the relief of the symptoms of vaginal dryness. So now there is even more reason to make sure you have adequate stocks of REPLENS in your pharmacy.

And, as the benefits of REPLENS have been officially recognised, there's even more reason for you to recommend it too.



REPLENS™

VAGINAL MOISTURISER

*THE NON-HORMONAL WAY
TO LASTING RELIEF
FROM VAGINAL DRYNESS*

Your female customers have even more reason to come to the pharmacy these days attracted, among other things, by advances in sanitary towels, deregulation of thrush treatments as well as new products for intimate freshness, odour and lubrication. Charlotte Coker reports.

1992 was a year to remember in the sanpro market.

Growth of almost 20 per cent took the value of the market to £241.4 million, says Nielsen. Towels, up 21.2 per cent to £127.5m, accounted for some 53 per cent of this.

Most activity was seen in the press-on sector, where there was a multiplicity of new product launches offering "high tech" developments — stay dry cover technology, ultra thin and wings. High value product launches contributed to sterling growth, but package sales actually declined by 6.4 per cent, says Nielsen.

Always, launched by Procter & Gamble a year ago, has been the most significant launch, according to Nielsen. It became the second biggest brand in terms of value in the year to October 1992.

Procter & Gamble says of Always: "We are very pleased with the progress it has made in the marketplace." Nielsen's figures show that the ultra variant has been the strongest performer in the range.

Johnson & Johnson's Vespre



Always, launched by Procter & Gamble a year ago, has become second brand in value (Oct 91/92)

also entered the ultra arena last January, helping the brand to grow some 3 per cent to 13 per cent, says the company.

With ultra, Nielsen believes a new high value sector has developed with an almost unstoppable momentum.

Two major brands, Simplicity and Dr Whites, have not so far launched any products with these new features. They may be feeling the effects, since high tech products are said to be growing at the expense of more traditional sanpro brands.

At odds with this view is Robinson Healthcare's report of "substantial" increased sales for their Cameo range. Robinson's

Continued on p92

Top five brands (Year to Oct 1992)

Total Sanpro

1. Tampax
2. Lillets
3. Simplicity
4. Always
5. Bodyform

Total Tampons

1. Tampax
2. Lillets
3. Simplicity
4. Boots
5. Contour

Total Towels (excl. pant liners)

1. Simplicity
2. Always
3. Vespre (incl. Silhouettes)
4. Bodyform
5. Dr Whites

Pant Liners

1. Carefree
2. Boots
3. Bodyform
4. Always
5. Brevia

Source: Nielsen Marketing Research

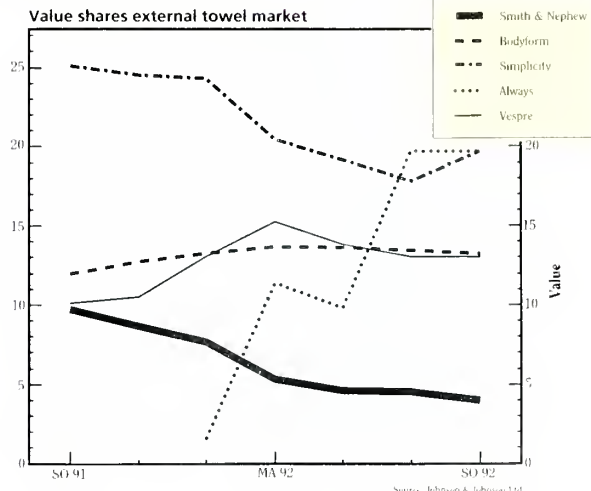
Total market sizes (12 months to 1992)

	Value sales (£000)	Year ago change
Mini Pads	1,068	-13.9%
Pant Liners	14,966	+11.9% looped
Towels	4,340	-36.0%
Press-ons	107,101	+27.8%
Total Towels	127,478	+21.2%
Total Tampons	113,960	+18.2%
Total Sanpro	214,439	+19.8%

	Volume sales pkgs (000)	Year ago change
Mini Pads	1,112	-32.3%
Pant Liners	12,627	-5.1%
Looped Towels	3,394	-38.3%
Press-ons	76,737	-3.9%
Total Towels	93,869	-6.4%
Total Tampons	68,663	+5.4%
Total Sanpro	162,531	-1.8%

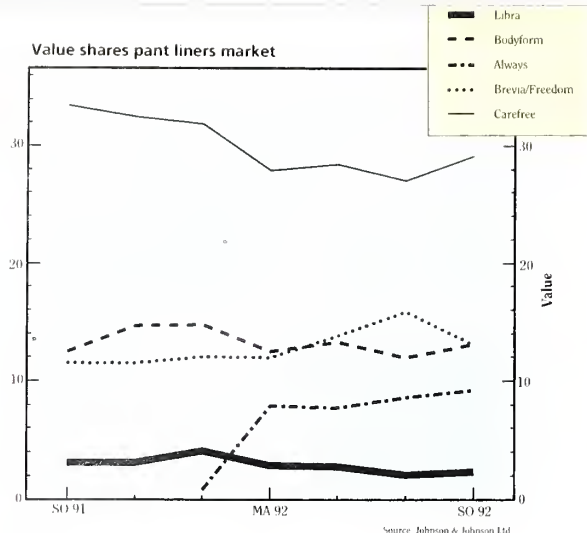
Source: Nielsen Marketing Research

Value shares external towel market



Source: Johnson & Johnson Ltd

Value shares pant liners market



marketing director Neville Fishwick explains: "We appear to be benefiting from some of our competitors' product development which is seen as a move towards more advanced and more technical products. Inevitably, this has led to price increases and consumers our turning to Cameo as a true value for money alternative."

A previous boom area, pant liners have seen a 5.1 per cent packages decline; the market has been very sensitive to pricing activity in recent months, with own label showing healthy gains at the expense of some brands, reports Nielsen.

Flat packed products in larger pack sizes are performing better than individually folded and wrapped products reflecting the high volume, low value nature of the market.

Innovative products such as wings and ultra thin continue to grow in 1993 and are likely to account for over 30 per cent of press-on towels by the end of the year, predicts Sancell.

Consumers will trade up to these products which offer an improved performance versus traditional towels, despite the higher prices. It is the newer

products that are featuring on TV advertising and therefore are generating continually higher awareness levels with the consumer, says Sancell.

J&J agree. "In view of product benefits and the previous lack of investment above the line in the sanpro market, the power of advertising cannot be underestimated."

Although the Claire Rayner advert for Vespere Silhouette, which ran "exhaustively" last year, was banned by the Independent Television Association from January 1, there are plans to introduce two new adverts along similar factual lines before the middle of the year, which hopefully will be more to the ITVA's taste. J&J suggest the advert had, in any case, almost reached the end of its useful life.

Their move from images to factual advertisements which demonstrate the product benefits has caused wide consumer comment. However, it worked well in terms of share and sales by creating awareness, say J&J.

Sancell is relaunching its Bodyform range in package that "fits more closely with the



J&J's Carefree will be back on national TV this year

Bodyform image and gives an improvement in shelf stand out". New packs are being phased in before March.

The company has put a long term commitment behind TV spend for Bodyform and this year plans to double its 1991 and 1992 spends. The campaign starts with a Bodyform Plus commercial, which Sancell says is the leading winged thick towel.

Growth in the pant liner sector is unlikely to increase significantly as penetration levels prove hard to shift up, believes Sancell. Opportunity

for growth in the sector lies in stimulating usage for everyday freshness.

J&J also see growth from the introduction of long pant liners, which they believe will encourage new users initially. This has been the experience in the US market where longs have shown incremental volume and value sales from new users who previously felt pant liners were insufficient for their requirements, reports J&J.

Carefree will be back on national TV in 1993, with a new advertisement aimed at growing intermenstrual usage.

ASM says 1992 tampon sales are £92 million

The Association of Sanitary Protection Manufacturers valued the tampons sector at £92 million in 1992 up from £81.5m in 1991, based on ex-factory sales.

And Nielsen's figures (see box) show a buoyant tampons market up 18.2 per cent in value and 5.4 per cent in volume.

Nielsen suggests, however, that brand activity may be masking a position of usage decline. Volume decline, in favour of towels, is also reported by most towel manufacturers.

Johnson & Johnson say tampons suffered through the launch of winged, stay dry and ultra products. And Sancell forecast that tampons will continue to lose share to press-ons in 1993, although they say this will not be the start of a long term trend.

At Tambrands, the vice-president for northern Europe, Peter Stephenson, reports a slight decline in the market during 1992. He says this correlates with the numbers of towel samples which were circulated to support the launch of the new products and forecasts that the market will come back in 1993.

A threat to this may be the industry's decision to place a warning about toxic shock syndrome on the outside of tampon packs. These packs should begin to appear on shelf any time now. Mr Stephenson accepts this is a commercial risk.

Manufacturers felt a warning was necessary because it became apparent that women were not reading the warning leaflets inside the packets. The new warning states: "Tampons

are associated with toxic shock syndrome. TSS is a rare, but serious, disease that may cause death. Read and save the enclosed leaflet."

Only about ten cases of TSS occur in menstruating women each year in the UK. But Mr Stephenson explains: "Toxic shock syndrome is a serious disease. As responsible manufacturers we should alert consumers to the facts no matter how rare the condition is. It is a risk we must take if we are to communicate the facts to women."

The appearance of the new packs is likely to be a low key affair. Any queries that arise as a result of this warning can be dealt with by the telephone advice line they already provide for consumers, says Mr Stephenson.

Pharmacists asked for advice about TSS who feel unable to answer any queries should refer them to Tambrands, he says. Smith & Nephew say pharmacists can ask for a free advice leaflet on TSS direct from the company.

Activity past...

The line extension Tampax Compak — a smaller, more discreet product with a plastic applicator that helps — has exceeded expectations by over 40 per cent since its launch last October, report Tambrands.

It achieved distribution in every major chain within five weeks of its launch and is currently in 2,500 independent pharmacies.

"We're delighted; it's been a great success," enthuses Peter Stephenson. The company is expecting Compak to achieve about a 10 per cent share

Share of Trade (Year to October 1992)

Total Sanpro	Latest	Year ago change
Chemists	29.9%	+2.8%
Drugstores	11.1%	+21.7%
Multiple grocers	50.9%	+31.0%
Co-ops	4.2%	+14.9%
Independent grocers	2.4%	+141.2%
Other sources	1.5%	-17.3%
Total Tampons	Latest	Year ago change
Chemists	28.4%	+19.5%
Drugstores	10.7%	+11.7%
Multiple grocers	52.8%	+18.4%
Co-ops	3.5%	+18.4%
Independent grocers	3.0%	+140.3%
Other sources	1.6%	-15.6%
Total Towels	Latest	Year ago change
Chemists	31.3%	-7.6%
Drugstores	11.5%	+31.6%
Multiple grocers	49.2%	+45.9%
Co-ops	4.8%	+27.7%
Independent grocers	1.9%	+142.7%
Other sources	1.3%	-19.2%

Source: Nielsen Marketing Research

New pack designs will also become available in 1993 and support will be put behind Carefree Longs.

Further developments with Carefree will take place throughout 1993, based on experience from advanced European and international markets. As the brand leader, Carefree must continually develop and push the market forward in terms of continual product improvement to attract new users and educational advertising to encourage frequency of use, say J&J.



J&J's Silhouettes

Own labels: quality and value are the key words

Quality and value are the two key words manufacturers use when they talk about own label sanitary towels.

Numark's relaunched own brand range promises to give customers "a top quality product at a value for money



Unichem: despite a relaunch, product development has not moved ahead

within 12 to 18 months, as it has done in Canada, the USA, France, Belgium and Israel.

Available only in regular and super sizes, super plus and mini will follow if a demand exists, says Mr Stephenson.

The mainstream Tampax line is currently benefiting from an on-pack promotion, which ends

pack size of Tampax to look forward to. The 16-pack, being launched in March, is seen as a logical addition to the range, filling the gap between 8s and 32s. It will initially be available only in regular and super variants.

Smith & Nephew will be revising the pack design of

feature two new commercials, one an umbrella advertisement for the whole range and the other, which will be screened later on in the campaign, a specific commercial for Compak.

An inter-industry wrangle over advertising claims made by Hygieia Health Care was resolved last month when the Advertising Standards Authority upheld four out of the five complaints made by Tambrands and Smith & Nephew.

The complaints centred around Hygieia's claim that fibre shedding by tampons could increase the risk of infection. Their own brand, Confident, was described as "the non-fibre shedding tampon".

As a result of other tampon manufacturers' objections to these claims, the ASA asked Hygieia to amend the advertisement.

Tambrand's Peter Stephenson feels Hygieia were raising fears for something that doesn't exist. He asserts: "There is absolutely no danger from fibre shedding of tampons. Extensive and thorough testing in the US conclusively showed that any fibres shed were cleared within a day or two."

Comparative tests between Tampax and "non-fibre shedding tampons" showed that both shed a small number of fibres and that there was no significant difference between the two.

Tampon shares (% value)

Tampax	57.9%
Lillets	29.7%
Freedom	2.3%
Contour	1.0%
Others (inc. Confident)	9.1%

Source: Tambrands

price". Sancellia say of their chemist only Pennywise range of "traditional towels" — which now includes two new variants, night-time 10s and panty liner 30s — that value does not have to mean a sacrifice in quality.

At Unichem, own brand controller Janice King maintains that own brand sanpro is very important, especially in the pharmacy sector. With their reformulated and repackaged range they, too, believe that they are offering consumers good quality products at competitive retail prices.

Unichem's sanpro range was not a credible proposition before its revamp, says Ms King. Despite a relaunch some two years ago, the range had not moved forward in terms of product development. Women subscribing to the wardrobe approach — using several different products during their periods — would buy Unichem products but would have to supplement them with brands, she says.

The range now includes individually wrapped, improved absorbency products and shaped panty liners. But even so, many of the new features seen on the major brands are missing. Ms King explains that adding these features at a time when the technology is still relatively new would erode the 10-15 per cent price differential they are able to offer at present which makes them very competitive at retail. But she adds: "If consumers are demanding these features on all products then we would look at it".

For the pharmacist, Unichem will be concentrating on sales promotion activity this year. POS material including window display card, shelf edge strips and shelf wobblers are available to all pharmacies via the salesforce.

Their sanpro range will benefit from advertising in the national Press of their entire product range from April, featuring a telephone hot line for consumers to obtain details of their nearest Unichem chemist.

Missing out

While every major supermarket and pharmacy multiple sells own label tampons, this sector is non-existent in independent pharmacies.

No pharmaceutical wholesaler produces an own label tampon and this situation seems unlikely to change. Janice King says that Unichem would enter the market only if they could offer a quality product with the benefit of a price differential.

Own label tampons are not a significant part of the tampons market at any rate; the sector is growing marginally and still accounts for less than 10 per cent of the market.

Tambrands' Peter Stephenson attributes this to the fact that tampons are not an "average" product. Since tampons are inserted internally, women have to have a great deal of confidence in a product before they will use it, he says.



The current Tampax on-pack promotion gives customers the opportunity to see singer Beverley Craven in concert in June. Offer ends on April 30

on April 30, offering 1,000 pairs of tickets to see chart-topping singer Beverley Craven in concert in June.

Tambrand sponsored the Women's Sports Foundation Awards in December and will do so again this year.

...and future

In the unlikely event that there are major developments planned for 1993, manufacturers are not giving away any secrets.

There is, however, a new

Contour tampons, which will feature new absorbency colours and packs flashed yellow for regular and green for super. The tampons will come in a more discreet box of 16.

Advertising

Lillets will benefit from "significant" above-the-line advertising this year, including the current recruitment Press campaign, say Smith & Nephew.

Tambrands is going back on television with Tampax later this month. The campaign will

TV advertising

People are complaining less about television sanpro advertising these days, but still enough to force the withdrawal of J&J's Vespere advertisement as of January 1, even though it has been showing for a year.

When ground-breaking commercials for products such as Always and Vespere were first screened, the Independent Television Commission was flooded with complaints. The 730 received between January 1 and November 20, 1992, dwarfed the numbers from previous years which totalled 40 in 1991 and 26 in 1990.

Some 550 of these complaints were received in the first four months of the year. At this stage Channel 4 was brought in line with the restrictions applied to other ITV stations, with such adverts not being shown between 4-9pm and not before 9pm at weekends. The volume of complaints has fallen considerably since then, with only 19 being received in the three months to the end of November 1992.

It seems that many people can tolerate the advertisements being screened as long as they do not have to contend with embarrassing questions from the kids. That's not to say that everybody is happy about seeing sanpro ads on television at all. Many complainants (almost 90 per cent of whom are women) find the explicit nature of the adverts embarrassing.

However, the ITV Association, which represent TV companies and pre-vets advertising, defends the right of companies to explain new features on products that are used by half of the population at some stage in their lives. Its job is maintain a balance. The new adverts do not break any rules; they have simply moved the interpretation of the rules forward.

Freshness and odour

British women are more coy about feminine hygiene than their European and American counterparts — only 3 per cent use external vaginal cleansers.

It's because we are "more reserved and less open" when it comes to talking about things like menstruation and sex, says Derek Rodgers, group brands manager at EC De Witt. But attitudes are changing, he believes, and as a consequence an increasing number of women are using products for "intimate" freshness.

Worth £2.2 million at RSP in 1992 (Combe estimate), the "non-sanpro feminine hygiene market" is nothing to get excited about right now, but manufacturers feel that the market will explode over the next few years.

Femfresh product manager Sarah Giles believes the market is set to follow the US example, as with so many other product areas before. "We will see a substantial expansion in demand for feminine freshness lines. This is illustrated by the arrival of new players in the UK,

whose very existence will help speed this market expansion," she says.

Derek Rodgers sees a "potential for the market to grow significantly", forecasting a market value of well beyond £6m within the next two years and £13m by 1994.

He draws a comparison with the pant liners market; introduced for use during menstruation, they are now bought throughout the month for a variety of uses.

Similarly, many women use Summer's Eve when they have their periods. But De Witt's research has shown that women view it as an everyday product. Experience from other countries has shown that while women buy it for vaginal use, they find it is just as useful for all over the body.

Chemists dominate this sector. Combe's products are not available for grocery distribution, but De Witt's Derek Rodgers sees Summer's Eve as being suitable for other outlets.

Pharmacists must recognise the huge potential that exists for further growth, urges Sarah Giles: "Chemists currently dominate sales and they need to ensure that they retain this position. As brand leader, Femfresh is in the best position to help chemists maximise on these growing profit opportunities."

Merchandising advice continues to be to site these products on the sanpro section. If the market grows as expected, they may well warrant a separate section of their own. Derek Rodgers believes that a feminine hygiene section, similar to one that has emerged in US pharmacies, will develop in the UK over the next few years.

Promotion

The Vagisil range will continue to be supported by consumer

Press advertising in women's weekly and monthly magazines throughout the year; 85 per cent of women will see a Vagisil advertisement ten times, say Combe.

An on-pack consumer promotion will run from May to August, highlighted at point of sale and backed up with a consumer PR campaign.

Crookes will be communicating usage suggestions for Femfresh, coupled with a programme of sampling. Activity includes reader offers and competitions in national women's magazines, educational leaflets for pharmacies and year-round sampling through nightclubs, exhibitions and travel-related operations such as Britannia Airways.

A consumer sampling campaign for Summer's Eve is running this year, with trial packs available priced 50p.

Bioadhesive technology is behind the launch of Feminesse, the intravaginal gel marketed for the elimination of the "cosmetic" problem of vaginal odour, which is currently on trial in large branches of Boots.

Columbia report encouraging beginnings for the product and are confident that, despite the initial shock voiced by some media to the apparent bluntness of the advertising, the widespread interest already being shown is indicative of the real need for such a product on the pharmacy shelf.

Mike Chambers, managing director of Columbia UK, is not surprised at the immediate response by consumers. "We knew there was a demand for such a product. Our market and literature research showed that 'fishy' vaginal odour is a surprisingly common complaint and yet, like stress incontinence, it's something no woman wants to admit."

"By providing an effective OTC product, we enable these women to eliminate a very embarrassing problem — which is far better than encouraging them to mask them with perfumed deodorants and wipes."

Feminesse will be launched nationally throughout all pharmacies from May 1. The launch will be supported by advertising in the women's Press, coupled with promotions and PR activities. This is sure to include sampling — a limited campaign offered in one magazine generated over 2,000 requests within the first four weeks, Columbia report.



Vagisil gets ad support in women's weekly and monthly magazines

Many women use home-spun remedies

Natural yoghurt smeared on a tampon or towel is just one of several home-spun remedies that women use to try to rid themselves of thrush. A survey of over 4,000 women carried out by Taylor Nelson for Bayer UK in March last year revealed that 16 per cent of women used such remedies.

They resort to such measures if they cannot find the time to see their GP when troubled with an attack of thrush. Until six months ago, they would not have been able to buy products for internal use from the pharmacy. The move of vaginal imidazoles from POM to P has changed this.

According to Ellie Hughes at Janssen, the company's research on Femeron has shown that both consumers and pharmacists have welcomed the change. From the pharmacist's point of view, it presents yet another opportunity to develop

the advisory role, knowing that there is an effective therapy he can recommend.

A new market

With deregulation, a new over the counter market area was born. The ball was set in motion last May when higher strength clotrimazole products came off prescription. Then in July, products containing econazole, isoconazole, higher strengths of miconazole and their nitrates were also transferred to Pharmacy status.

Manufacturers have been quick to respond and the market place is still evolving. It seems likely to be affected by the proposed additions to the Selected List, which will include drugs for vaginal and vulval conditions, including thrush.

What the effect on the market place will be is not clear, although it is thought that the proposal will affect

topical treatments and not oral medicines.

As the market stands now, it is too early to quantify with market data, says Ellie Hughes. So far, she says, there has been no huge growth explosion, but she is confident that it will come.

Janssen believe that education is the key to building up the market. The company has been concentrating primarily on educating pharmacists and assistants, producing several educational tools such as leaflets, sales presenters in pharmacies, guide for assistants. The aim, says Ms Hughes, is to ensure they feel equipped to handle any questions they may be asked about thrush.

Consumer awareness is another important objective and Janssen has been trying to raise this with an advertising campaign in the women's Press.

Usage of external vaginal cleansers (1990 figures)

Italy	50%
Spain	35%
USA	25%
UK	3%

Source: EC De Witt



Summer's Eve: an everyday product



Femfresh: user sampling campaign and reader offers in women's Press

Durex reintroduce Senselle

Senselle, the lubricant for temporary vaginal dryness, first launched by Durex in 1985 is being re-introduced with new packaging. Durex believe its new positioning, mainly at menopausal and post pregnancy women, will make the product a success. Senselle comes in a compact bottle with a "dropper" cap for easy application and will be available in two sizes 10ml (£1.95) and 40ml (£4.95). The formulation mimics the consistency of natural vaginal secretions and, unlike gels, is warm to the touch. It will be promoted on a nationwide basis to GPs, practice nurses and health visitors. An estimated 100,000 10ml bottles will be given free through womens magazines, GPs and a Durex condom promotion. There will also be a media tour headed by Dr Alan Riley, editor of *The Journal of Sexual Health*.

Lubricants

Don't make the mistake of thinking women use lubricating jelly only during love making. Vaginal dryness can also be a problem when it comes to inserting tampons and Keyline Brands, who distribute Clinijel, advise pharmacists to site it adjacent to sanpro as well as in the traditional section besides condoms.

Launched in "feminine, reassuring packaging" last April, Clinijel has opened up new opportunities for the lubricating jelly category, say Keyline. "The response from women to this new approach has been overwhelmingly positive. Clinijel takes the embarrassment out of purchasing a lubricating jelly," says the company.

Replens to GPs

During 1993, Columbia will be detailing Replens to GPs and hospital specialists, via mailshots, an advertising campaign and PR activities. This follows the licence extension for the vaginal moisturiser obtained late last year. Replens is now licensed for "the reduction of vaginal pH to pre-menopausal levels", adding to its previous indication of "symptomatic relief of vaginal dryness and the associated symptoms of itching, irritation and coital discomfort in postmenopausal women". Columbia say that once further clinical studies have been published, they will use these to seek licensing approval for the use of Replens in other age group and for other indications. The company is looking to license the product across Europe, Australia, New Zealand and South Africa.



HOW TO IMPROVE YOUR BOTTOM LINE
 – all will be revealed on Channel 4
 on Sunday January 17th at 5.35pm

(The time may vary by a few minutes earlier or later)

**WATCH THIS IMPORTANT TRADE ANNOUNCEMENT
 IN YOUR BUSINESS YOU CAN'T AFFORD TO MISS IT**

Talking about pharmaceutical care

Charles Hepler defined pharmaceutical care as "the responsible provision of drug therapy for the purpose of achieving definite outcomes that improve a patient's quality of life". The definition embraces all the reasons why pharmacy is a healthcare profession, in that the pharmacists use their knowledge of drugs to benefit patients.

Having spent much time trying to define pharmaceutical

care, the Council of the Royal Pharmaceutical Society is now seeking the views of pharmacists on the matter and its implementation. Is this just rhetoric or are we at last going to see our profession change? The dogmatism shown by some, and reticence of others, must be overcome if we are to meet the demands of a changing National Health Service.

Over the years the Young Pharmacists' Group has campaigned for changes that would help to promote the pharmacist as an integral member of the health care

team. We have encouraged pharmacists to undertake continuing postgraduate education and improve standards of pharmacy practice, yet too many have failed to take up the challenge. These remain the cornerstones of our profession on which we must build if we are serious about our future. How should we proceed?

As the newly elected chairman of YPG, I am eager to see the introduction of a second pharmacist, who holds a postgraduate qualification, into community practice to augment the current pharmaceutical

services. Such pharmacists could be expected to work at the hospital/general practice interface; to liaise with hospital colleagues; interpret drug level results, if not undertake TDM themselves; advise GPs on the rational use of drugs, based on patient outcomes rather than simply cost; and co-ordinate medication review clinics within the local GP practice, in which the pharmacist would review the appropriateness of repeat medication, counsel patients on compliance and elicit changes in treatment where necessary.

Moreover, they would undertake domiciliary visits such that the NHS pharmaceutical services extended to all patients irrespective of geographical location. Such peripatetic pharmacists would be based in local community pharmacies, but remunerated on a scheme, independent of the number of items dispensed, based on their expertise and quality of services offered. Although such a service might be regarded as elitist by some, it would provide the incentive to undertake continuing education, improve the quality of pharmaceutical services offered and, most importantly, improve the quality of patient care. It would also help to promote an interdisciplinary approach to drug therapy and the pharmacist as an integral member of the health care team.

Standards of pharmacy practice must also improve. All too often the premises or types of goods on offer only serves to undermine both the pharmacist's advice and image as a health care professional. Furthermore, pharmaceutical advice on the rational use of simple remedies such as cough suppressants and antacids must be in accordance with current thinking, unless the profession expects further deregulation of POM medicines to be met with anything other than alarm by other health care professions.

Andrew Burr

Chairman, Young Pharmacists' Group

Benefiting from supply of medicines

I write in response to the opinions expressed under the heading "Comment" (C&D December 12, 1992). The article seemed to me to lack objectivity and at times accuracy.

I would like to take issue with the attitude taken by the community pharmacy subcommittee of the Council of the Royal Pharmaceutical

LICENSED TO SELL



BIO-STRATH ELIXIR celebrates its new full product licence with a brand new outfit for the Nineties. Over 25 years have passed since this original Swiss Elixir became well-established in this country through the widespread endorsement of famous sports personalities and show-business celebrities.

Thousands of people took it – and felt better for it! But nobody really knew for sure why or how it worked.

Now we do – and the Authorities agree – thanks to mountains of scientific research evidence over the years which has now earned BIO-STRATH its 'licence to sell'.

BIO-STRATH ELIXIR also has a new round easy-to-hold bottle with a non-drip pourer (it looks slightly smaller but holds the same full 250ml) and BIO-STRATH Tablets have a new 60 tablet pack at a lower unit price.

A national PR and Advertising Campaign starts this month and supplies are now available through wholesalers.

BIO-STRATH
when business needs
that little bit extra!



CEDAR HEALTH LTD., Hazel Grove, Cheshire, SK7 5BW. TEL: 061-483 1235.

Society to the idea that medical practitioners might in future be able to benefit directly from the supply of medicines which they also prescribe.

The subcommittee is reported to have "deprecated" the "undesirable move by the BMA which might allow a general practitioner to be in such a position".

Your article argues that such a change would be "unprofessional" and states that, by contrast, pharmacists cannot determine which products they dispense as this decision is made by the prescribing general practitioner.

May I suggest that the sale of over the counter preparations within pharmacies is the most blatant example of professionals benefitting directly in financial terms from the supply of medicines which they also prescribe.

Perhaps you and your colleagues should consider this matter before criticising the slightly changed advice which the BMA is now offering to its members on this important ethical issue.

Perhaps I could also point out that any savings which fund holding general practitioners make on their budgets are not retained within the practice in which they were generated, as was suggested in your journal,

but are recirculated to the benefit of National Health Service healthcare in general (including, of course, the provision of pharmaceutical services).

Dr David J. Pollard
Newbury

Herbal response to sweet drink problem

I read with interest Jane Griffin's letter (*C&D* December 11, 1992) about the need to give babies and toddlers adequate fluids while also ensuring the level of sugar in drinks is minimal.

At LRC we appreciate the growing concern about high levels of sugar in baby drinks. This is why we have recently launched a range of Woodward's Herbal Drinks for babies, which contain 70 per cent less sugar than most other granulated baby drinks on the market. In fact, in a ready-to-drink form, the sugar content is less than 1 per cent.

Woodwards Have been involved with babycare for more than 140 years and recognise that in an ideal world, all babies and young children should only be given water to drink in

addition to milk.

Babies are conditioned to accept sweet things from birth. After all, breast milk and infant formulae are all sweet due to the 7 per cent lactose content. But how many infants and toddlers can be encouraged to drink enough plain water?

The answer is to give them flavoured drinks containing the minimum amount of sugar necessary to give the drink an acceptable and pleasant flavour.

Woodwards have developed a range of three drinks: red berries, apple and peach, all with added herbs, less sugar, but a pleasant, refreshing taste which have been formulated to match the sweetness of breast milk and infant formulae.

Yvette Simmons
Senior product manager, LRC Products

GPs told of pack changes

I am writing in response to Xrayser's comments that "Isogel packs highlight Drug Tariff inadequacy" (*C&D* December 26 p1089).

A substantial improvement in the packaging of Isogel has been made with the introduction of a single bulk sachet, held

independently within the carton. This replaces the original packaging system which was based on a carton with an integral liner, but the change has necessitated a reduction in fill to 165g.

A mailing to all GP surgeries went out in the week commencing January 4 informing them of the pack change and advising that all records be amended accordingly.

It was not anticipated that the new 165g pack would be available on shelf until January by which time all GPs would have been advised.

Christina Harmes
Product manager, Charwell Pharmaceuticals

CFCs are frozen out

I was interested to see Xrayser's comments on CFCs in freeze spray aerosols (*C&D* January 2). While fully supporting Xrayser's desire to reduce the use of CFCs, I was disappointed that his Xray vision had not lighted on Ralgex. Ralgex aerosols have been CFC free for years.

Roger Scarlett-Smith
Marketing director, Health & Personal Care, Smithkline Beecham



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**WATCH THIS IMPORTANT TRADE ANNOUNCEMENT
IN YOUR BUSINESS YOU CAN'T AFFORD TO MISS IT**

£1 MILLION
ADVERTISING CAMPAIGN-
NOW ON!



Help them live life to the full

BRAND LEADER SPLASHES OUT



We're spending over £1 million on advertising in magazines and newspapers to help even more sufferers discover the painkilling power of Ibuleve.

Nagging muscular or rheumatic aches, pains and strains can make it hard for anyone to really get the most out of life, but you can help your customers by recommending brand-leading Ibuleve.

Ibuleve harnesses the power of ibuprofen - one of today's most widely prescribed anti-inflammatory painkillers - in a clear, non-greasy, fragrance-free gel. The unique formula is specially designed to be rapidly absorbed at the point of pain, to bring effective relief directly to aching or strained muscles.

**PAIN
RELIEF
WITHOUT
PILLS**

**FOR THE RELIEF OF BACKACHE, RHEUMATIC
& MUSCULAR ACHES, PAINS AND STRAINS**

DISTRIBUTED BY: DDD/DENDRON LTD., 94 RICKMANSWORTH ROAD, WATFORD, HERTS WD1 7JJ

Competition

Beating the winter blues



During the Winter months customers often complain of feeling tired and run down and lacking in vitality and ask if there is a useful product that can be recommended to deal with these symptoms.

If these feelings cannot be attributed to anything specific, or if the customer is recovering from an illness such as a cold or bout of 'flu, a tonic is a good product to recommend.

Tonics have traditionally been taken to restore lost vitality and to build up the appetite after illness and Seven Seas Adult Tonic is an excellent choice, as the

product is licensed for just these indications.

It contains two appetite restorers in the form of potassium and calcium glycerophosphates, iron, manganese and copper sulphates and all the essential vitamins and minerals which are needed by the body after an illness to aid recovery.

The tonic is based on a natural orange extract, giving a pleasant tasting liquid with no bitter after taste. It does not contain alcohol or caffeine.

The peak buying time for tonics is from October through to March but Seven Seas Adult Tonic can be stocked all year round, especially as research has shown that throughout the year 35 per cent of the population complained of feelings of tiredness with no apparent cause.

The tonic is available in two sizes: 300ml and 500ml. Each pack contains a handy measuring cup to ensure that the correct dose is taken.

The competition

Seven Seas are offering £500 worth of Marks and Spencer's vouchers as prizes in their easy-to-enter competition. All you have to do is answer "True" or "False" to the questions below. The first correct entry to be drawn from the post bag on Monday February 15, will receive £250 worth of vouchers. There are two second prizes of £100 and five runners-up will each receive £10 in vouchers.

1. The Seven Seas Adult Tonic is a licensed product.
2. Seven Seas Adult Tonic contains caffeine and alcohol.
3. Seven Seas Adult Tonic can be recommended to restore lost vitality when tired and run down.
4. Seven Seas Adult Tonic contains two appetite restorers.

Answers: (Please circle the correct answer)

- | | |
|---------------|---------------|
| 1. True/False | 2. True/False |
| 3. True/False | 4. True/False |

Name: (Block capitals please).....

Name pharmacy

Address pharmacy

Send your entry to: Seven Seas Competition,
Chemist & Druggist, Benn Publications Ltd, Benn House,
Sovereign Way, Tonbridge, Kent TN9 1RW.

Rules

Rules: 1. The competition is not open to employees of Seven Seas or of Chemist & Druggist, their agencies and their relatives 2. Entries received after Monday February 15, are not eligible 3. The first eight correct entries drawn out of the post bag will receive prizes as stated 4. The judges' decision is final and no correspondence will be entered into



Points of law

Equality in the state pension age

The Government has now started sifting through the replies it received from individuals and organisations on its paper "Options for Equality on State Pension".

The period of consultation ended on June 30, 1992, and already it is clear that it will take quite some time to digest the huge number of comments and proposals. The Government has stated that it is committed to establishing equality of treatment for men and women, in particular dealing with the differing pensionable age.

The Government paper invited comments and proposals on two main questions:

1. Is a common pension age approach to be preferred and if so which age should be adopted and over what period should the change be implemented?

2. If a flexible pension age is preferred, which model should be adopted as the basis for preparing a detailed scheme?

In theory almost any age could be chosen as a common pension age. However, the choice will affect future state pension entitlements and will incur costs or secure savings for the National Insurance Fund and the Exchequer.

A common pension age of 60 would make most men financially better off between the ages of 60 and 65 and would enable some to retire earlier than they would otherwise have done. It has been estimated that the long-term costs to the Exchequer would be at least £3.5 billion per year.

A common pension age of 65 would financially disadvantage women who would have to wait an extra five years before they could draw their retirement pension. The long-term saving to the Exchequer would be at least £3 billion a year.

A common pension age of 63 would combine the effects of men moving to age 60 with the effects of women moving to age 65 but to a lesser degree in each case. The long-term savings to the Exchequer have been estimated to be in the region of £500 million per year.

Adopting a common state pension age would mean that people would need time to reconsider their plans for retirement and employers to reconsider their retirement policies. Hence, it would take time to introduce a

common pension age.

A flexible pension age has also been suggested. That is one where retirement may take place between the ages of 60 to 70. Those retiring at 60 would receive the lowest rate of pension — reflecting the fact that the pension would be paid over the longest period. Those retiring at 70 would be entitled to the highest rate of pension.

There would be graded rates for retirement ages of between 60 and 70. This has a number of potential social and economic drawbacks. For a start, it would be more difficult to make economic predictions and the government would have less control over pensions expenditure. However, the individual would have greater control over their pension provisions.

A survey carried out for the Department of Social Security gathered information on the retirement plans and experience of people aged 55-69. It showed that:

• 70 per cent of men and 30 per

cent of women in this age group had occupational pensions

• Young women are more likely to have occupational pensions than older women

• In the 1980s 60 per cent of men and 40 per cent of women were retiring before obtaining their state pension, although the trend to retire early decreased in the latter half of the '80s

• Most people who retired from paid work did so before reaching the normal retirement age for their job.

These findings could well influence the Government's thinking on a common state pension age. Which scheme will the Government opt for, and how long should be given before a common pension age is implemented? Two things one can be certain of:

a) The effect of the scheme will be such that there is either very little extra cost, or there is an actual benefit to the Exchequer
b) there will be profound effects on many businesses.



Employees and drugs

A problem which often worries business people is that of employees whom they suspect are peddling drugs, maybe out of work hours and off the premises but near by.

Drugs are a problem for businesses of all sizes. The problem falls into three categories. The first is the question of liability. An employer is responsible for the health and safety of his employees. The Health and Safety at Work Act places a duty on them to take reasonable care of their employees' health.

There is also the Misuse of Drugs Act 1973 to be considered. This makes it an offence for the occupier of a premises, which is the business proprietor, knowingly to permit the supply of a Controlled Drug, the smoking of cannabis and certain other activities to take place on those premises.

It could be argued that if an employer knowingly allows an employee to cache his stock on his premises during working hours he (or she) would be liable under that section.

The next matter is the question of a claim for unfair dismissal. An employer would have good grounds on which to defend such an action provided his or her beliefs were reasonable and based on some evidence. That evidence would not have to be of the same standard as that which would lead to a conviction.

Nevertheless a sacking is not something which should be done out of hand. All the proper procedures — such as giving the employee a chance to speak up on his or her own behalf — must be followed.

Guaranteed by your wife?

One of the problems for small businessmen seeking loans, whether for themselves, their partnerships or their limited companies, is that banks require security. That security is often the family home.

Unfortunately, and all too often in recent years, businesses have failed and the bank has called in the loan then gone on to sell the house.

To enable the bank to proceed with this course of action, at the time the loan was taken out, the businessman's wife has to be called upon to sign the security document as a surety along with her husband. Often the borrower, anxious to obtain the loan, does not fully explain to his wife what she is

signing, and in some cases has been found to actually misrepresent what is happening.

However, a recent case in the Court of Appeal (Barclays Bank plc v O'Brien) makes it clear that in equity, wives are in a protected class, and the wife in question really must understand what is going on if the bank is to go through with the sale. If she has not fully understood what her signature means then the court may step in and assist her.

The case set out some clear guidance for sureties. First, there should be a clear written recommendation to take independent advice before signing the document. Next, the security document should

not be sent to the surety for signature unless it is accompanied by the letter of recommendation.

Importantly, the document should not be given to the debtor with a view to getting the surety's signature. If the papers are signed at the creditor's office then the documents should be explained fully before signature and the borrower must ensure that no unfair advantage is taken of the wife.

In the O'Brien case, the papers had been given to Mr O'Brien to get his wife's signature and the court held that she had signed as a result of a misunderstanding of the transaction.

Businessnews

Job losses at Bayer as group reorganises

Restructuring at Bayer has meant the loss of 1,600 jobs, half at the company's Newbury head office.

The company's chemicals business groups have been reformed into four divisions: polymers, industrial chemicals, dyestuffs and fibres, and agricultural.

Bayer Diagnostics has become the diagnostics division and the pharmaceuticals business group becomes the pharmaceuticals division.

According to Lennart Aberg, managing director of Bayer plc, the restructuring will ensure greater customer orientation and an improved competitive edge at a time when both customer demand and competition are increasing.

However, the pharmaceuticals division has escaped the redundancies and the company plan to increase staffing by 500 in these businesses in 1993. Moreover, the company is currently building up a third field sales force of 60 representatives.

Klaus Behrendt, a director of the pharmaceuticals division, says the company reorganised the field forces last year to match the regional organisation of the NHS.

Eli Lilly buy Welmed

Eli Lilly have bought the syringe infusion pumps manufacturer Welmed for an undisclosed sum. Welmed will join Lilly's medical diagnostics division and the product line will be marketed through Lilly's IVAC Corporation subsidiary.

IVAC have their headquarters in San Diego, California, and are a significant player in the development and manufacture of intravenous instruments and administration sets.

Eli Lilly say that the acquisition allows IVAC to expand its range of syringe pumps to meet a wider range of needs in hospitals and special applications such as anaesthesiology.

The Welmed product range, consisting of the P1000 to P400 models, will be sold alongside IVAC's 711 and 770 syringe pumps and large volume pumps.

VAT data famine

The Customs & Excise have suddenly decided not to send advice of repayment to traders.

The National Pharmaceutical Association has protested to the VAT central unit, as cash flow for small traders such as pharmacies depends on accurate timing, and knowing how much is in an account is vital.

Customs & Excise justify their the move on the grounds of economy. In a statement they claim: "Government departments have a duty to exercise tight control over their running costs".

In the past, Customs & Excise has mailed individual advice to

traders receiving repayments of VAT via the BACS system. But apparently this now costs some £250,000 to do.

From April 1, advice of BACS repayment will only be issued if the amount repaid differs from the amount claimed. "The VAT central unit ensures that the majority of VAT claims are paid within 10 working days of receipt.

"Once we have implemented the change it is suggested that you contact your local VAT office if your bank has not received transfer of funds within three weeks of the date on which you posted your claim."

Fisons rework sales force

Fisons Pharmaceuticals have restructured their sales and marketing operations in the UK. A second sales and marketing team has been formed, Wade Pharmaceuticals.

Fisons say the establishment of Wade will allow them to give more attention to customers and

to exploit market opportunities.

Two products — Intal and Frusene — will now be marketed through Wade and other product lines will join them "in the near future".

Orders should continue to be placed with the customer service department on 0509 634000.

Coming events

Formulary course

Avon Family Health Services Authority and Local Pharmaceutical Committee are taking a number of initiatives this year to support local contractors.

The first is a seminar on "Formulary development in general practice," to be held on January 25 at Redwood Lodge Hotel, Beggar Bush Lane, Failand, Bristol, at 7.30pm (buffet 7pm). Trevor Beswick, regional pharmaceutical officer, South Western RHA, will speak on "The choice of new drugs" and Rosalind Grant, pharmaceutical adviser, Avon FHSA, on "Developing formularies with your local GPs." Details from A.J. Rutherford on 0272 264785.

Tuesday, January 19

Bath branch RPSGB "Forensic Medicine" by Dr Stephen Leadbetter, senior lecturer, Wales Institute of Forensic Medicine. Meeting at 8pm in the Gainsborough Room, Pratts Hotel, Bath (Duke Street entrance).

Wednesday, January 20

Stirling and Central Scottish branch RPSGB "Drugs in Sport" by Dr Cathcart, a Stirling GP who has a special interest in the Sports Injuries

Clinic at the Provost Pool. Meeting at 8pm in the Leapark Hotel, Grangemouth. Supper courtesy of Pfizer.

Hull Pharmacists Association and local branch RPSGB Members' Dinner at 7.15 for 7.30pm in the Postgraduate Education Centre, Hull Royal Infirmary, Anlaby Road, Hull. "Liability and the Pharmacist" by Mrs M. Feather.

Thursday, January 21

Sunderland branch RPSGB Combined branch meeting with the Royal Chemical Society at 7.30pm for 8pm in the lecture theatre, St Mary's School Annex, University of Sunderland, Chester Road, Tyne and Wear. Presentation by Dr J. Blenkinsop, of ICI, describing the modern approach to drug development. Light buffet served from 7.30pm onwards, sponsored by ICI.

County of Somerset branch RPSGB Timothy C. Jay, DC member of the Register of British Chiropractors will speak on this alternative form of treatment. Meeting at 8.15pm in the Somerset Post-graduate Centre, Musgrove Park Hospital, Taunton. Buffet 7.15pm.

Weald of Kent Branch, RPSGB Postgraduate Medical Centre, Kent & Sussex Hospital, Tunbridge Wells, 7.45 for 8pm. Roger Odd, head of the RPSGB's practice division on "Practice and all that".

AAH pick up another pharmacy

AAH Holdings have bought a retail pharmacy in Gourrock, Renfrewshire, for £490,000. The business will trade as a Vantage pharmacy within the AAH Healthcare Services Division.

The asking price is being met by a cash payment of £245,000 and the issue of 42,535 ordinary AAH shares. Some 75 per cent of the shares must be retained by the vendor for at least a year. A further cash sum will be payable when the stock value is confirmed.

Patient data cards

A £750,000 patient data card system is being planned by the the Grampian region of the NHS in Scotland. The project will use plastic cards the size of bank cards containing each patient's medical history in coded form.

The project, to be based at the Inverurie Health Centre and selected out-patient clinics in the area, could become the basis of an all-Scotland system.

Commenting on the move Don Cruickshank, chief executive of the NHS in Scotland, said: "This project has the potential to greatly improve communication of individual medical histories, to which the patients themselves will have access.

"To maintain confidentiality the cards can be read only by a special machine linked to the system, which can decode the information on them. On home visits, GPs will use a portable version.

Chemtec have been selected to supply the system. Around 8,000 cards will be issued to patients at the Inverurie this year.

NPA on the march

The NPA's Tim Astill and John D'Arcy will be on the Keep Sunday Special Campaign mass lobby at the House of Commons on January 21.

The Shops (Amendment) bill, sponsored by Labour MP Ray Powell, is due for its second reading the following day. Mr Powell's Bill endorses the position of the KSS campaign.

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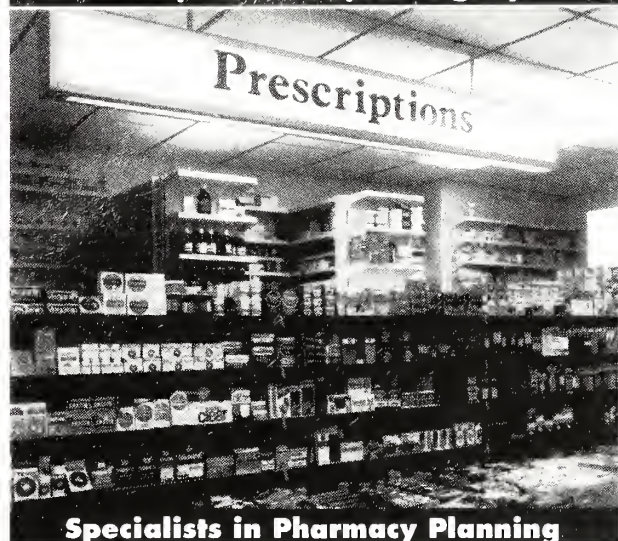
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LOCUMS

LONDON SE4 - Pharmacist required on Sundays from 10.30am to 1.15pm. Tel: 081-692 2823.

ROMFORD, ESSEX - Locum required for regular Wednesdays 9am-6pm or 9am-8pm. Tel: 0708 342196.

DISPENSING ASSISTANTS

LONDON SE4 - Dispensing/shop assistant required part-time. Tel: 081-692 2823

SITUATIONS WANTED

SOUTH MANCHESTER BASED locum available Mondays, Thursdays and Saturdays. Can travel up to an hour's drive. Tel: 061-434 9369.

CENTRAL SCOTLAND/FIFE - Experienced locums available for days, weeks, or longer term. Please telephone Carolyn or Kenneth Nelson on 041-776 1653.

NOTTINGHAM - 50 miles surrounding East Midlands. Reliable, experienced locum pharmacist available immediately. Tel: 0602 863737.

LEICESTER - Ex-proprietor locum seeks permanent long-term/managerial position. Regular days also considered. Tel: 0827 261442 or 0533 544437.

ESSEX & SUFFOLK - Community pharmacist available Friday evenings on a regular basis and some Sundays. Tel: 0255 672845 (work).

LONDON - Enthusiastic and reliable pharmacist available for days, weeks, evenings and weekends on a regular short or long-term basis. Tel: 081-992 7035 (evenings).

BUSINESSES FOR SALE

NORWICH, NORFOLK - City centre pharmacy t/o £200,000 Rent £20,000. Rates £8,000. Price £5,000. Tel: 0603 626065.

BUSINESSES WANTED

HOME COUNTIES AREA - Pharmacy wanted for private buyer. Any turn-over considered. Please telephone 0277 234706 after 7pm on weekdays.

EXCESS STOCK

PHARMACIST INTERESTED in sending details of excess stock, or willing to receive same. Tel: 0502 514826.

TRADE LESS 50%+VAT+POSTAGE - 100 Baxan (exp 2/93); 100 Nystan Tabs (exp 2/93); 12 Combantrin (exp

5/93); 200 Sorbichew 5mg (exp 11/93); 50 Theo-Dur 200mg (exp 6/93); 100 Suprax (exp 12/93) and others. Tel: 0603 34890 for list.

TRADE LESS 40%+VAT+POSTAGE - 4 x 100g Maxijul LE; 3 x Surgicare S354; Coloplast 4210; Hollister Ostomy 1434; Sherwood 140 x 2mls. Tel: 081-539 1805.

2 X 10ML ISOPHANE INSULIN (exp 2/93); 2 Zofran tabs 8mg (exp 3/93); 2 x 10ml Human Monotard (exp 3/93); 250 Palaprin forte; 3 Berotec inhalers; 100 Inderal 80mg (exp 5/93). Trade less 50%+VAT+ postage. Tel: 081-788 3053.

TURN DEAD STOCK INTO CASH - We pay 33% discount on ethicals. Send your list to John Sugarman. Tel: 0482 54260 or Fax: 0482 501792.

COSTLESS 30% - 2 x 10 Tegaserb 10 x 12cm; 8 x Elastoweb 7.5cm band-aids; 1 x 30 Coloplast 5935; 30 MC2002 6662. Tel: 0480 214355.

TRADE LESS 50% - 500mg Isoniazid elixir BPC 50mg/5ml; 1 x 100 Rifadin 300mg; 800mls Brufen syrup; 100 Aldactide 50mg; 80 Talpen tabs; 200 Zinamide 500mg; 60 Daktarin tabs. Tel: 071-226 8409.

TRADE LESS 40%+P&P - 3 x 100 Lipid 300mg caps (exp 2/93); 1 x 250 Serenace 10mg (ex 8/94). Tel: 0493 843501 (Mrs Elkins).

TRADE LESS 50%+VAT+POSTAGE - 10 x 10ml Human Monotard 100iu/ml; Trade less 25%+VAT+postage - 2 x 10ml Actrapid Human 100iu/ml (exp 2/93). Tel: 081-788 3053.

TRADE LESS 50%+VAT - 10 boxes of 10 Hollister Urostomy 3.2cm 1438; 14 x 5 Convatec 100mm S100. Tel: 0709 892207.

TRADE LESS 50%+VAT - 36 Dicyclic 500mg (exp 1/93); 182 Declinax 20mg (exp 4/93); 84 Declinax 10mg; 106 Inderal 80mg (exp 2/93); 42 Ludiomil 75mg (exp 5/93); 128 Orudis 100mg (exp 4/93); 60 Isoniazide 100mg (exp 4/93). Tel: 0269 850302.

TRADE LESS 30%+VAT - 4 x 100 Propylthiouracil 50mg tabs (exp 3/94). Tel: 081-450 7873.

BAMA ALU-THERM lambswool thermal insoles - 36 pairs assorted mens & ladies sizes. £40+VAT+postage. Tel: 0792 892308.

FOR SALE

NORDIA SHELVING - 150 X 900mm plus wall bars, drawer and cabinet units. Brown/Cream. 10 years old. I'm extending premises, hence sale. Photo available. Tel: 0434 532046.

VAUXHALL CAVALIER 1600L - 1988. MOT. TAX. Red. 5-speed, sunroof, alarm, stereo radio cassette. Tel: 0708 742241.

EVER READY - 3 x 10 Gold Seal batteries LR 03 (AAA) 4's carded (exp 2/93). Offers+VAT+postage. Tel: 0792 892308.

PORTABLE OXYGEN - Unused masks,

VGC carrying case, adaptor, etc. ONLY £100 ono+postage (Cost £185). Tel: 081-904 1514.

LANCIA INTEGRALE 16V 1989. G Reg. Black, grey leather and immaculate. All extras. LHD. 26,000 miles. £10,900. Tel: 021-744 5943 (day).

RICHARDSON SANYO PMR system. Offers over £500. Tel: 0507 603527.

WANTED

OUTDATED OR SHORT-DATED

processable films wanted. Any quantity or type considered. Send details for offer price by return. Tel: 081-427 1454. Fax: 081-427 3074.

ZOLADEX and Dermospray required. Tel: 0582 504744.

CONTROLLED DRUG CABINET and cash register. Tel: 0533 393139.

SUPRAX TABS - Short dated in any quantity at trade less 50%. Tel: 071-724 8698.

PLEASE MENTION "C&D BUSINESS LINK" WHEN RESPONDING TO ADVERTISEMENTS ON THIS PAGE

IMPORTANT

Because demand for free Business Link entries exceeds the space available, subscribers are asked to comply with the 30-word limit. To avoid delay in publication, please ensure that brand and drug names have the correct spelling and that the text is legible.

Free entries in "Business Link" (maximum 30 words) are restricted to community pharmacist subscribers to Chemist & Druggist. No trade advertisements will be permitted. Acceptance is at the discretion of the Publishers and depends upon space being available. Send proposed wording to "Business Link" using the form below.

EXCESS STOCK CAUTION: Pharmacists are responsible for the quality, safety and efficacy of medicines they supply. In purchasing from sources other than manufacturers or licensed wholesalers they must therefore satisfy themselves about product history, conditions of storage etc

To: Business Link, CHEMIST & DRUGGIST, Benn House, Sovereign Way, Tonbridge, Kent TN9 1RW.

PLEASE COMPLETE IN BLOCK CAPITALS

Surname.....

First names.....

Address.....

..... Postcode

Personal RPSGB Registration number

Telephone number.....

Proposed advertisement copy (maximum 30 words)

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To be included under section Heading

Signed Date

Aboutpeople

On the phone 324 times a day

Mary Allen and her team in the information department at the National Pharmaceutical Association handled over 82,000 queries last year. On average, 324 calls were fielded every day by the nine full-time staff and one part-timer who operate a rota system which means five people will be answering the phones at any one time.

This figure is an increase of 8,000 calls on the previous year and represents the biggest year on year increase yet. Mary Allen says that the increase was partly

due to the change-over from the old card file to the new computer system, which has increased the response time.

Mrs Allen anticipates a "huge increase" in queries as products are moved to the Selected List. She added that the launch of nicotine patches as Pharmacy only products has also generated many queries.

• There has been a "great response" to the NPA's patient leaflets covering the use of: nose drops; eye-drops; eye ointments; ear-drops; suppositories; and

pessaries/vaginal cream. The leaflets come in pads of 50 with instructions printed back and front and are available from the NPA Business Aids. The cost, including p&p, is £1.10 per pad or £5.60 for six.

The charge for non-members, who should send a cheque with their order, is £1.25 per pad and £6.50 for six. The NPA suggests the leaflets are kept in the prescription area and a member of the pharmacy staff goes through the leaflet with the patient.

Club 91 charity night

Pharmacists in the Birmingham area are advised to book early if they want to raise money for charity and have an enjoyable night out.

Club 91, a group with two pharmacists as founder members, is organising a charity dinner and dance at the Grand Hotel, Colmore Row, Birmingham on February 6. Proceeds from the Valentines extravaganza will benefit the Acorn Hospice Trust for Children.

Pharmacist Rajesh Shah, one of the organisers, expects about 400 people to attend, mainly healthcare professionals.

Sponsors of the event so far include Crookes Healthcare, Kabi Pharmacia, Squibb (Princeton Pharmaceuticals Division) and Smith & Nephew Pharmaceuticals. Raffle prizes include a hi-fi system, video recorder and a Nintendo Game Boy.

Marion Merrell Dow, Rorer, Janssen, Johnson & Johnson and Procter & Gamble have also contributed prizes.

Tickets cost £25 each and tables will seat ten people. There is a reception is from 7pm for 7.30pm and dress is formal.

Tickets can be ordered from Mrs Trupti Shah, 1 Shilton Close, Monkspath, Solihull B90 4TW, with cheques made payable to Trupti Shah or Leena Pabari.

January winners of Vantage awards

The first four regional winners in the Vantage Pharmacy Assistant of the Month awards, organised by AAH Pharmaceuticals, have been announced.

The Northern region's first Pharmacy Assistant of the Month is Carol Allen, who has worked at the Vantage Pharmacy, Westgate Road, Newcastle-Upon-Tyne for 15 years.

Joanie Riddell of the Oriel Pharmacy in Belfast is January's Central region winner. Joanie has helped develop the pharmacy's business in her role as OTC buyer. Pharmacist Mr Hamilton says: "Joanie's positive attitude, together with her excellent communications skills are two reasons why customers come back to the Oriel Pharmacy."

Margaret Jones, of David Beynon's Pharmacy in Alderwood Road, Swansea, was the regional winner in the South West. Margaret started work in a pharmacy straight after leaving school, left to have a family and returned to work in 1991 to David Beynon's.

Vantage's Pharmacy Assistant of the Month from the South East region is Jane Faber, senior shop assistant and shop buyer at the Vantage Pharmacy in West Earlham, Norwich.

The four winners were all nominated by their pharmacists and have all received merit certificates and Vantage silver merit award badges.



Jane Hall receives a £500 cheque for winning a Preparation H competition from Vince Collier, regional sales manager of Whitehall Laboratories. Pictured with Mrs Hall is her husband (left), proprietor of T. Hall Chemist in Astley, Manchester, and Keith Garrity (right), territory manager of Whitehall Laboratories

Appointments

Garry Myers has been appointed superintendent pharmacist of Clinichem, a five strong pharmacy multiple based in Sheffield. The company was founded in October 1991 and three of its outlets are essential small pharmacies.

Mr Myers qualified in Bradford in 1982 and worked for Boots before moving to Jamiesons (Chemists) in Sheffield. This enabled Mr Myers to become a Vantage franchisee in 1988. He ceased to be a franchisee in August 1992, formally joining the Board of Clinichem Ltd in December 1992. Mr Myers and Andrew Duckenfield, another director of Clinichem, were elected to the council of the Rural Pharmacists Association as secretary and vice-chairman last year.

Mr Myers will continue the development of the company's professional services. Clinichem are to "trial" formalised domiciliary visits by pharmacists, a project to be undertaken in liaison with two GP practices in Sheffield. The company also provides a 24 hour pharmacist call out system.

D.E. Pharmaceuticals have appointed two representatives. **Jane Tyson** will cover the Teeside and N. Yorkshire area. **Douglas Dickson** will cover the Tyneside, Wearside and Northumberland.

Lynne Farmer has been appointed managing director of Soler International, Conference and incentive Travel specialist subsidiary of Unichem, following the retirement of Henry Soler

from the position.

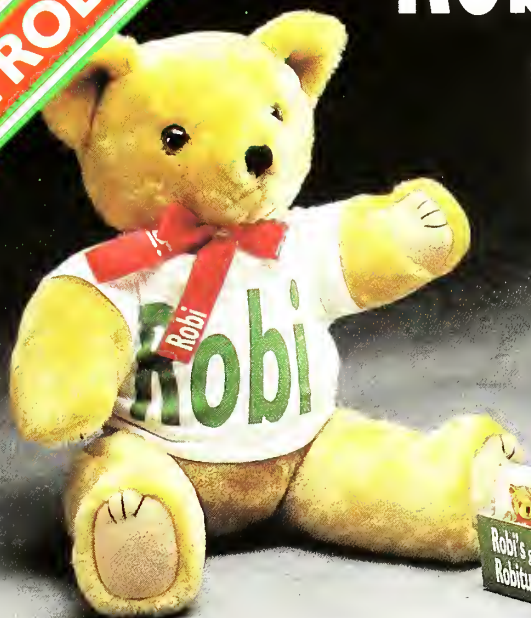
Hampshire based Paul Murray Plc, suppliers of chemists sundries, have appointed two new directors. **Lloyd Davies** has been appointed sales director and **Andrew Allen** has been appointed production director.

Peaudouce have appointed **Niki Keel** as a marketing manager of the company's range of disposable nappies, with responsibility for implementing the UK part of the company's European marketing strategy.

Paul Leising has been named managing director of Giorgio Beverly Hills Europe. He will be based in London and reporting directly to Linda Lore, president and chief executive officer.

INTRODUCING

Robitussin^{*} Robi



The cuddly bear who turns coughs into cash!

Counter unit with supporting Point
of Sale display.

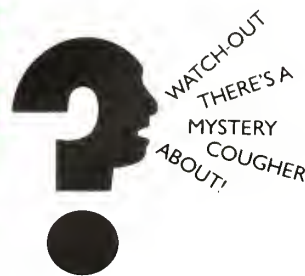
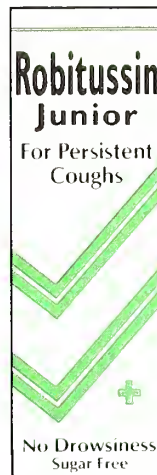
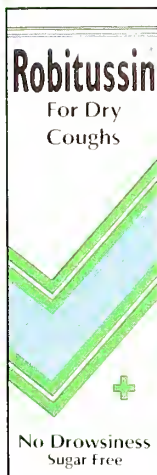
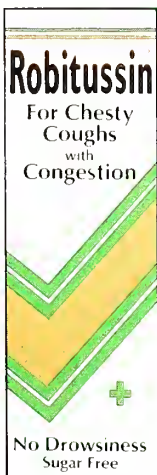
Superb Free Prize Draw unit available.

See your Whitehall Laboratories
Territory Manager for details.



Look out for the Mystery
Cougher!

Display **Robitussin** Point of
Sale and you could Win £20 and
Robi the Bear



Robitussin^{*} No Drowsiness Cough Medicines

Whitehall Laboratories Ltd, 22/24 Torrington Place, London WC1E 7HJ. Sales Hotline: 071-636 8080

Robitussin Chesty Cough Medicine per 5ml dose contains: Guafenesin 100mg Robitussin Chesty Cough with Congestion Medicine per 5ml dose contains: Guafenesin 100mg Pseudoephedrine Hydrochloride 30mg
Robitussin Dry Cough Medicine per 5ml dose contains: Dextromethorphan Hydrobromide 7.5mg Robitussin Junior Cough Medicine per 5ml dose contains: Dextromethorphan Hydrobromide 3.75mg

Further information is available on request from Whitehall Laboratories.

^{*}Trade Mark

**WHITEHALL
LABORATORIES**

Well, have you ever heard of 'flu taking time off?



Since 'flu doesn't take any time off, Lemsip offers up to 24 hours effective relief from its symptoms: 3 sachets of Lemsip Flu Strength during the day plus 1 dose of Lemsip Night Time just before going to bed.

The 'flu range is only available through pharmacies and will be supported by TV advertising throughout the winter months.

So when your customers complain of 'flu, tell them to give it a taste of its own medicine.

Paracetamol is normally well tolerated with only rare allergic reactions such as skin rashes, urticaria (hives) or itching. It should be used with caution by patients with severe renal disease or liver dysfunction. Including that in other medicines being taken, the total daily dose of paracetamol should not exceed 4 grammes. **Lemsip Flu Strength:** PL No. PL44/0146, contains Paracetamol EP 1000mg, Phenylephrine Hydrochloride BP 12mg, Ascorbic Acid EP 100mg. RSP Price at Jan' 1993 £3.35. Phenylephrine may interact with antihypertensives. It should be used with caution by patients suffering from heart disease or hypertension. Contraindicated for patients taking MAOI drugs. In pregnancy use under medical supervision. **Lemsip Night Time:** PL No. PL44/062, contains Paracetamol EP 600mg, Dextromethorphan Hydrobromide BP 15mg, Chlorpheniramine Maleate BP 4mg, Phenylpropanolamine Hydrochloride BP 25mg, Ethanol BP 5.7ml. RSP Price at Jan' 1993 £3.35. Chlorpheniramine may cause drowsiness, blurred vision or gastro-intestinal disturbance. Avoid alcoholic drinks, driving or operating machinery. Use in children under 13 years and in pregnancy is contraindicated. Lemsip, Night-Time and Ⓢ are trademarks. Further information is available on request from Reckitt & Colman Products Ltd., Dansom Lane, Hull HU8 7DS.